

# HIGH SOCKS FOR HOPE

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# OUR TEAM

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**Brynn Wheeler: Account Executive**

Brynn is from Denver, Colorado and studied public relations at The University of Alabama. She has focused on Public Relations and Business for the past four years.

Brynn has recently obtained the role as account executive with TwoTwelve for the past three years.



**Amanda Perrucci: Media Relations Strategist**

Amanda was born in New Jersey, but decided to spread her wings and study at The University of Alabama. She earned a dual degree in public relations and Spanish in 2016. Shortly after her graduation, Amanda was hired by TwoTwelve to lead all media relations strategies.



**Tyler Faush: Brand Manager**

Tyler is a Birmingham, AL native that studied public relations at The University of Alabama. She has been focused on Public Relations and Communications for the past four years. Tyler has held the position of Brand Manager with TwoTwelve for the past three years.



**Sophie Puma: Client Relations Specialist**

Sophie, who grew up in Charlotte, NC, chose The University of Alabama as the ultimate destination to obtain her Communications degree. After graduating in 2016 with a major in public relations and a minor in Business Management, Sophie was then hired by TwoTwelve as their Client Relations Specialist.



**Jessica Stupeck: Graphic Design Specialist**

A Georgia peach from Atlanta, Jess studied public relations at The University of Alabama. She also has a minor in Computing Tech and Applications and eased into the role as Graphic Design Specialist for TwoTwelve shortly after graduating.



**Caroline Tilton: Digital Media Strategist**

Caroline is a senior from Woodstock, GA, who double majored in public relations and American Studies at The University of Alabama. She has brought her social media, digital media and strategic thinking to serve clients under TwoTwelve for the past three years.

# SWOT ANALYSIS

- Long term recovery focused
- Founded & endorsed by a professional athlete
- Strong community based relationships
- Large amount of homeless veterans in the area
- Strong Relationship ties with established community figures
- Purchases all furniture wholesale/gets great deals
- Receives grant money from cities under state of emergency
- The VA vets all homeless candidates for eligibility

- No staff support
- Absent organization founder
- Lack of fundraising
- Inconsistent branding
- Not well known in the community
- Outdated digital media presence
- No up-to-date printed materials
- Lack of media relations strategies

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## Strengths

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## Weaknesses

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## Opportunities

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## Threats

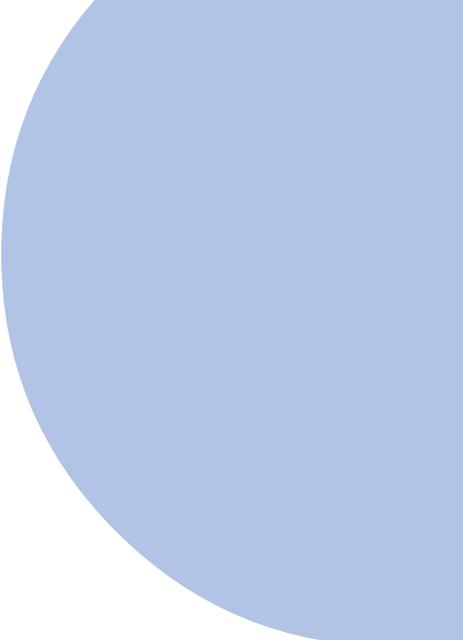
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- Strengthening Chicago community relations through David
- Incorporating other sports
- Student internships
- Creating relationships & utilizing the current relationships
- Newsworthiness of veteran issues
- Create and promote new fundraising events to bring in money
- Use existing media connections via Judy and David

- Loss of funding from baseball community in the New York area
- Limited demand during non-disaster seasons
- Funding problems due to narrow focus on veterans in the Tuscaloosa area
- Dependence on donations from community members affected by veteran issues
- Being overshadowed in the wake of natural disasters by The Red Cross and The Salvation Army
- Major corporations are donating to competitors due to superior marketing



# MISSION STATEMENT

We help homeless veterans and victims of natural disasters find their way home.

# PROBLEM STATEMENT

High Socks For Hope aims to provide every victim of a natural disaster with long-term relief. They provide the resources to repair, rebuild and furnish victims' homes. High Socks For Hope also aids local homeless veterans by partnering with Tuscaloosa Veterans Affairs to provide the veterans furniture and house supplies when they find housing.

However, many community members are not aware of High Socks For Hope. The organization's struggle with awareness results in a lack of community engagement and fundraising.

By not having the local community support, High Socks For Hope cannot achieve the highest level of support for these victims of natural disasters and also homeless veterans.

TwoTwelve will investigate how High Socks For Hope can engage with local organizations, businesses and schools to increase awareness, fundraising, engagement and support. We will find the methods necessary to spread High Socks For Hope's outreach.

# MEDIA KIT

# FACT SHEET

**WHO:** High Socks For Hope

**WHAT:** High Socks For Hope is active when a community is affected by a natural disaster and in need of long term aid. High Socks For Hope is also continually working to help local veterans furnish their homes. High Socks For Hope's mission is to give people faith that things will get better and to provide the resources necessary to help people get back home.

**WHERE:** High Socks For Hope focuses their veteran efforts in Tuscaloosa, Alabama, but also helps communities nationwide who have been affected by natural disasters. Some of their previous projects include New York City, Oklahoma, Texas, Illinois and New Jersey.

**WHEN:** The 2011 Tuscaloosa tornado affected everyone in the community. As a Tuscaloosa native with family still residing in the city, David Robertson, professional baseball pitcher, was compelled to help his neighbors and created High Socks For Hope.

**HOW:** David Robertson, his teammates, grants, private donations and friends fund High Socks For Hope. We are looking to expand that funding into new markets.

# BACKGROUND

## Who We Are

David and Erin Robertson founded High Socks For Hope in 2011 after a tornado devastated David's hometown of Tuscaloosa, Alabama. The organization provides long-term support to people affected by natural disasters and homeless veterans to help people get back home. High Socks For Hope's main contribution is furnishing homes. David Robertson is a former World Series Champion with the Yankees, and is currently the closer for the Chicago White Sox.

## Our Initiatives

### *Disaster Relief*

High Socks For Hope began providing relief in 2011 in Tuscaloosa to those affected by the tornado. They furnished hundreds of homes, donated to Habitat for Humanity to rebuild several homes and has continued to provide prevention efforts. This includes weather preparedness kits and helping fund tornado safe rooms for low-income families. In 2012, after Hurricane Sandy, High Socks For Hope provided emergency supplies and furnished more than 150 homes in New York and New Jersey. Support has been given to Oklahoma, Granbury, Texas, and Fairdale, Illinois after tornadoes. High Socks For Hope is currently still raising funds for the Illinois area as well as helping people recover in Aliceville, Alabama after a destructive tornado in February 2016.

### *Homeless Veterans*

High Socks For Hope works with Veterans Affairs in order to furnish 50 transitional housing units at Valor Grove in Tuscaloosa. The facility provides a safe and comfortable living situation to assist in the transition from military life to civilian life.

## Management

David Robertson is the Co-Founder and President of High Socks For Hope. He currently plays in the MLB for the Chicago White Sox. Erin Robertson, David's wife, is the Co-Founder and Executive Director of the organization. Besides the Robertson family who currently resides in Chicago, Judy Holland is the sole employee. She is the only permanent resident of Tuscaloosa. As the managing director, Holland single handedly handles all operations of High Socks For Hope. She orders furniture, handles fundraising efforts, communication efforts, digital media, delivery and pick up, relationships with the Department of Veterans Affairs and every other responsibility of the organization.

-more-

## History

April 2011: High Socks For Hope founded in Tuscaloosa after April 27 tornado

April 2011-June 2011: Aided the Tuscaloosa area with emergency supplies in basic necessities

May 2011: Began funding Habitat for Humanity to build homes for tornado affected families in Tuscaloosa

June 2011: Began furnishing hundreds of homes in Tuscaloosa

November 2012 Sent several truckloads of furniture and emergency supplies to people in New York and New Jersey affected by Hurricane Sandy

February 2013: Sent mattresses to Staten Island and Union Beach

March 2013: Sent furniture to furnish 10 homes in Union Beach, NJ

June 2013: Furnished 25 homes in Far Rockaway, NY

June 2013: Sent basic emergency supplies to Oklahoma after a tornado

October 2013: Furnished 21 homes in Shawnee, Oklahoma

October 2013: Furnished nine homes in Granary, Texas to assist people affected by the tornado

December 2013-July 2014: Furnished over 100 homes in New York and New Jersey

September 2014-present: Began furnishing homes for homeless veterans in Tuscaloosa

April 2015: Funded and prepared meals for survivors and volunteers in Fairdale, Illinois after a tornado

June 2015: Furnished eight homes and purchased eight additional homes to be stored until the families moved back home

2015-present: Providing weather preparation kits and helping fund tornado safe rooms for low income families

## Funding

The Robertsons are the major source of funding for High Socks For Hope. They utilize their connections with teams David has played for, such as the Yankees and the Chicago White Sox. Judy Holland receives many private donations from family and friends as well as her connections to local businesses. High Socks For Hope is hoping to expand fundraising efforts in the Tuscaloosa community.

## Looking Ahead

High Socks For Hope plans to continue helping homeless veterans in the Tuscaloosa area by continuing their partnership with Valor Grove. They hope to increase local fundraising through community awareness and local support in order to be able to meet the needs of those in need. The organization hopes to start preparing and funding meals for people affected by natural disasters. High Socks For Hope also hopes to further their relationship with the Chicago White Sox and the surrounding Chicago area now that David has been traded.

# PRESS RELEASE

FOR IMMEDIATE RELEASE

INAUGURAL VETERANS NIGHT OUT (VNO) TO BENEFIT HIGH SOCKS FOR HOPE TO BE HELD AT JIM 'N NICK'S BBQ SEPT. 29, 2016

TUSCALOOSA, Ala., - Sept. 24, 2016 - They served us, now let's serve them. Jim 'N Nick's BBQ is proud to host the inaugural VNO for High Socks For Hope.

High Socks For Hope is a nonprofit, 501(c)3 organization that was founded by David Robertson, a Tuscaloosa native. After the 2011 EF4 tornado devastated much of Tuscaloosa, Robertson wanted to give back to the community. He created High Socks For Hope to help victims of natural disasters with long term care. When High Socks For Hope is not helping natural disaster victims, they help local homeless veterans with their living situations. His goal is to help others by helping them find their way home.

VNO is a new, ongoing event hosted by local businesses in the community to benefit High Socks or Hope. Jim 'N Nick's BBQ was the first restaurant interested in helping High Socks For Hope's cause.

"We were more than happy to host the event," said Rachel Castille, manager of the Tuscaloosa location. "We are always looking for ways to help give back to the Tuscaloosa community."

The event at Jim 'N Nick's BBQ will be held on September 29, from 5-9 p.m. at the restaurant located at 305 21st Ave.

Other local Tuscaloosa businesses will host VNO each month where a certain percentage of their proceeds will benefit Tuscaloosa veterans.

The other businesses participating in this event include Another Broken Egg, Burgerfi, Glory Bound and Pieology.

Additional dates will be posted on High Socks For Hope's Twitter account, @highsocks4hope.

Don't miss out on a great opportunity to give back to those who have served our country while also eating the best barbecue in town!

## About High Socks For Hope

David & Erin Robertson created High Socks For Hope, a 501(c)(3) Nonprofit Corporation, to help those affected by tornadoes, hurricanes and other natural disasters. David and Erin co-founded High Socks For Hope after a tornado devastated his hometown of Tuscaloosa, Alabama in 2011. One of High Socks For Hope's signature contributions over the last four years in helping victims of natural disasters has been providing furnishings for those who lost everything. High Socks For Hope has provided furnishings and other items in Tuscaloosa, Alabama, Oklahoma, Texas, New York, New Jersey and Illinois.

## Contact

Contact: Judy Holland

Day: (205) 292-5790

E-mail: judyholland@hotmail.com

# FEATURE STORY

## High Socks For Hope Kicks Off Veterans of Tuscaloosa Social Media Campaign

"It's not easy to come back from the dead," said Bryan Wood, former Marine and current resident at Valor Grove, a veteran housing unit on Tuscaloosa Veteran Affairs campus.

Local Tuscaloosa nonprofit, High Socks For Hope, kicked off their Veterans of Tuscaloosa social media campaign on Monday. The campaign gives a brief glimpse into Tuscaloosa veterans' service and life, providing community members the opportunity to meet the veterans who live in their neighborhood.

The campaign features veterans who are living in Valor Grove. High Socks For Hope teamed up with Valor Grove in 2014 to furnish apartments and provide boxes of necessities including bathroom, kitchen and cleaning supplies for each apartment.

One veteran High Socks For Hope has helped is Bryan Wood. Wood moved into Valor Grove in March 2016 and has felt at home ever since.

"I had no home to go to and I really appreciate what they've done for me because if it wasn't for them (Valor Grove), I'd be out on the streets," said Wood.

Recognized as the 2016 Veteran of the Year by the Tuscaloosa VA, Wood also has three purple hearts as recognition of his service and sacrifice. During one of Wood's deployments in Lebanon, he survived a car bomb in his base camp.

"I have seen 239 men killed in one day. 239. And out of that 239 there were maybe about 15 of us that survived," said Wood. "I was one of the fifteen. One out of fifteen that came home."

His pain didn't end there. The Marines believed he was KIA, killed in action, because he left his dog tags tucked in his boot laces in the barracks. Once Wood was finally healthy enough to go back to what was left of his base, his superiors were informed he was dead and his parents were informed the same.

"When they finally let me go home to see my parents, I pulled up in the yard and my mother said, 'My baby's coming out the car.' My dad said, 'No your baby's dead.'"

"It's not easy to come back from the dead," said Wood.

If you know a veteran or family in need please reach out to High Socks For Hope at [highsocksforhope@gmail.com](mailto:highsocksforhope@gmail.com). For more information and where to donate, please visit [Highsocksforhope.org](http://Highsocksforhope.org).

# PRIMARY RESEARCH PLAN

# OBJECTIVE I



# OBJECTIVE I

COMMUNITY AWARENESS

## METHOD

We will survey the Tuscaloosa community by asking Tuscaloosa residents their range of knowledge of High Socks For Hope on Feb. 29, 2016.

## SAMPLE

Community members in Tuscaloosa, age range of 10-100 years old.

## RESEARCH

Questions attached

# OBJECTIVE 1

## RESEARCH QUESTIONS

- Where are you from?
- Do you know what High Socks For Hope is?  
*Heard of it, know minimal knowledge, have a strong understanding*
- What nonprofit organizations in Tuscaloosa are you familiar with?
- How did you hear about them?
- Would you be interested in finding out more about High Socks For Hope?
- What medium do you use most for information/news?
- Where and how would you like to see the information?  
*Email, flyers, media (newspapers, TV, radio), social media, print, online*  
*Weekly, monthly, every six months*
- Would you be interested in getting involved/volunteering?
- Are you part of an organization that would be interested in getting involved?
- What makes you want to follow an organization on social media?  
*Memes, interesting facts, stories, etc.*

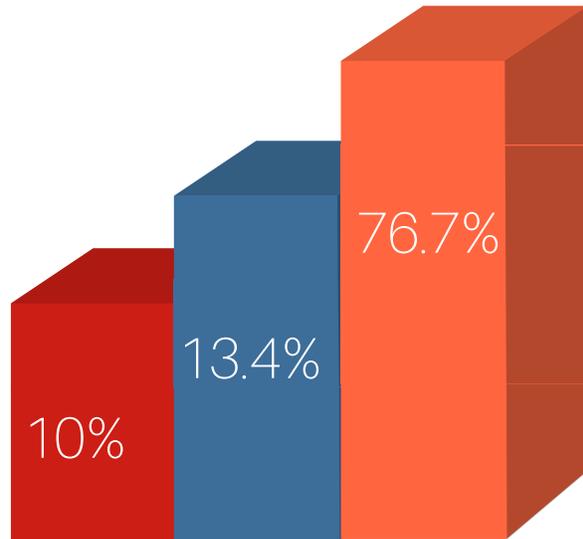
# OBJECTIVE | RESULTS

We conducted our research on February 26 at the beginning of various sporting events being held on the University of Alabama campus. We targeted local community members to gauge their awareness of High Socks For Hope. We used a written survey to learn how to better market High Socks For Hope to reach different demographics.



## AGE DISTRIBUTION

-  HIGH SCHOOL / COLLEGE
-  MID 20S - 30S
-  OVER 40



NUMBER OF PEOPLE SURVEYED

30

### HIGH SOCKS FOR HOPE

Tuscaloosa | Alabama

After the 2011 tornado in Tuscaloosa, Alabama, David and Erin Robertson created High Socks for Hope, a 501(c)(3) Nonprofit Corporation to help those affected by tornadoes, hurricanes and other natural disasters.

High Socks for Hope also works with the Tuscaloosa Veteran's Administration to help local homeless veterans find housing and furnish their new homes.

David Robertson is currently a MLB pitcher for the Chicago White Sox and previously played for the New York Yankees from 2008 - 2014.

Where High Socks for Hope has helped  
ALABAMA | OKLAHOMA | TEXAS | NEW YORK | NEW JERSEY | ILLINOIS

# OBJECTIVE | RESULTS



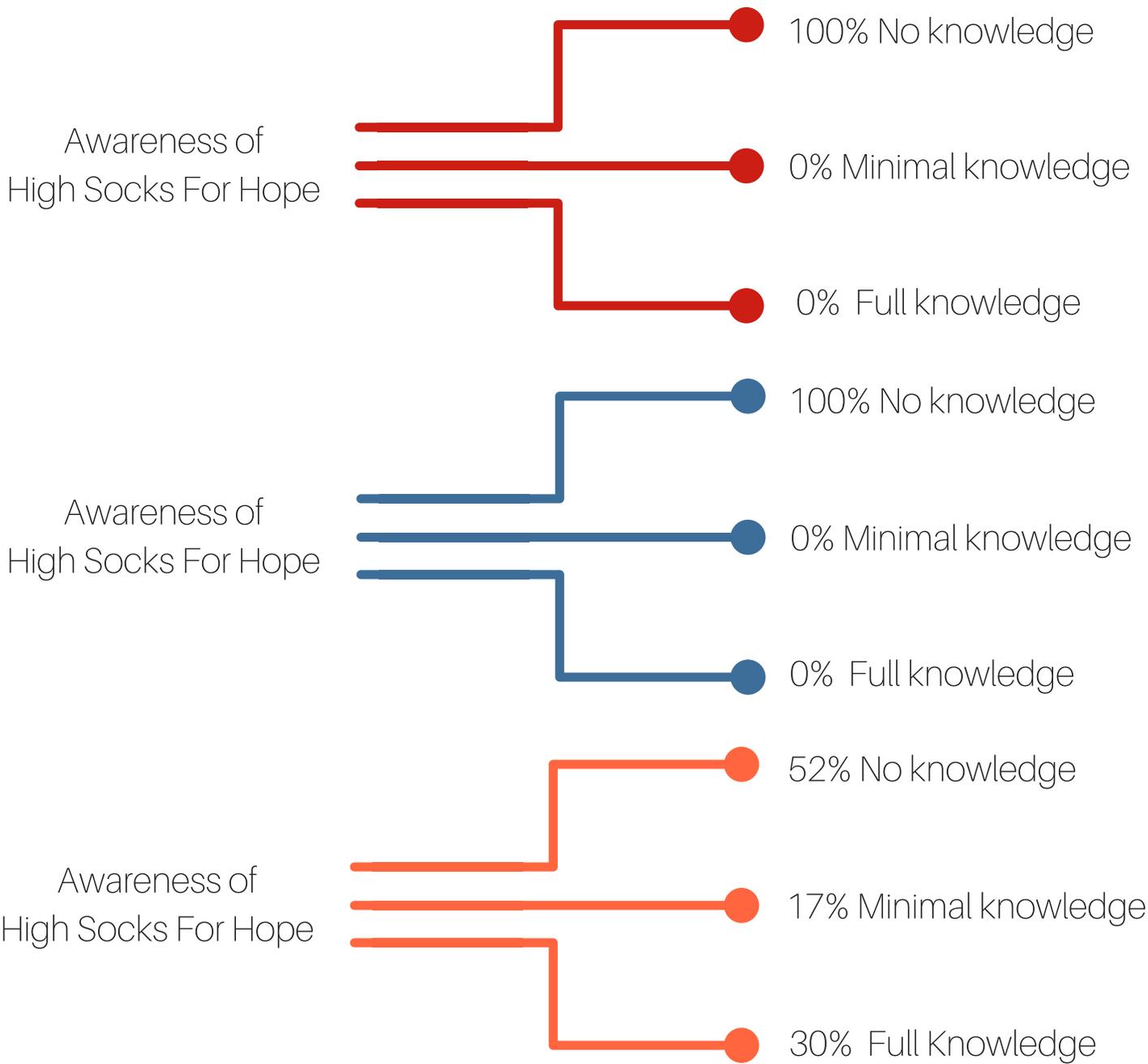
HIGH SCHOOL / COLLEGE



MID 20S - 30S



OVER 40



# OBJECTIVE | RESULTS

## Medium & Frequency



HIGH SCHOOL / COLLEGE



MID 20S - 30S

66.7% Social Media

100% Weekly

75% Social Media

33.3% Weekly

33.3% Monthly

33.3% No Preference

33.3% Email

100% Monthly

25% Email

33.3% No preference

# OBJECTIVE | RESULTS

## Medium & Frequency

● OVER 40

43.5% Email

90% Monthly

10% Weekly

43.5% Social Media

40% Monthly

60% No preference

8.7% Print

100% No Preference

4.3% No Preference

# OBJECTIVE | ANALYSIS

TwoTwelve surveyed 30 community members from ages 18 to 100. Through our research, we discovered 63.3 percent of survey participants had never heard of High Socks For Hope, 13.3 percent had minimal knowledge and 23.3 percent had full knowledge. This campaign started with little to no brand recognition in the local community. When asked about other local nonprofits, 36.6 percent could not name any, but the most commonly mentioned local nonprofits included YMCA, Boys and Girls Club, Habitat for Humanity, the Humane Society and Red Cross. We will research these organization's marketing techniques to learn how to effectively increase High Socks For Hope's awareness in the local community. One hundred percent of survey participants are eager to find out more information about High Socks For Hope.

As expected, most of the participants use the internet to check the news but many people, especially the older generations, still enjoy receiving their news through print mediums, television and radio. As for information updates, a majority of participants would prefer to receive monthly email newsletters and across all social media platforms. We already knew we would have to utilize social media in order to raise awareness, but we now know it is important for us to also push content in print and broadcast media. Thirty six point three percent of participants are not interested in volunteering, which is going to be a challenge for TwoTwelve to find ways to interest the community in investing their time.

Based on our research, participants are most likely to interact with an organization on social media when the organization posts relevant and interesting content. They also emphasized how important clear messaging is when viewing an organization's social media. The various answers about what compels users to interact with an organization on social media will aid us in creating our social media plan.

# OBJECTIVE II

# OBJECTIVE II

## FUNDRAISING

### METHOD

We will call common business sponsors in the Tuscaloosa community to set up to meet for a one on one interview by Feb. 29, 2016. We will call to set up a meeting with a community leader in Tuscaloosa.

### SAMPLE

Juice Bar- Tuscaloosa, AL  
Chuys - Tuscaloosa, AL  
Pyros - Tuscaloosa, AL  
NEWKS - Tuscaloosa, AL  
Krispy Kreme - Tuscaloosa, AL  
Jim N Nicks - Tuscaloosa, AL  
Moes Barbecue - Tuscaloosa, AL  
Leah Ann Sexton - Tuscaloosa, AL

### RESEARCH

Questions attached

# OBJECTIVE II

## RESEARCH QUESTIONS

### BUSINESS INTERVIEWS

- Have you heard about High Socks For Hope?
- Does your business regularly donate to a specific organization?
- If so, what organization(s) and how did you choose it/them?
- How do you donate to those organization(s)?
- If not, what type of organization would interest you? Why? What would you like your donations to be for?
- Follow up: Would you like to choose a specific person (veteran) or family to donate to?

### COMMUNITY LEADER INTERVIEW

- Have you heard about High Socks For Hope?
- How do you choose which organization to donate to?
- What makes you want to donate to an organization? What makes you not want to contribute?
- How do you donate to organizations? Volunteer time, money, supplies, etc.
- What organizations do your friends and family donate to?
- Do you like to see the end result/outcome of your donations?
- How would you like to see your contributions' impact in regards to the organization's goals?
- How do you feel about Veteran organizations?
- Would you be interested in donating to an organization that supports veterans?
- Would you be interested in donating to an organization that helps victims of natural disasters?

# OBJECTIVE II RESULTS



Krispy Kreme Doughnuts was not aware of High Socks For Hope. They do not have a specific decision making process in choosing what organizations to donate to.

Previously, Krispy Kreme has partnered with Big Brothers, Big Sisters and local schools. They rarely give monetary donations, but they do donate copious amounts of donuts for people to enjoy. An example of this is the 5K in Tuscaloosa held in the month of February.



Gary Forenberry, a representative at Chuy's Tex-Mex, had never heard about High Socks For Hope or its cause. He explained to TwoTwelve that they contribute to the community in a number of ways. These include supplying food to organizations, giving monetary donations, and holding fundraisers at the restaurant.

Each Chuy's establishment picks an organization to mainly focus on and give donations to. However, if new groups approach them they will try to help with small donations. Forenberry explained that they donate because they want to be apart of the community, and see what their donations are going towards.



Jim 'N Nick's representative, Rachel Castille, informed TwoTwelve that the business was not aware of High Socks For Hope. However, the establishment does support the community through donations to a number of organizations. These organizations include Hillcrest, Spirit Nights, Nick's Kids, No Kid Hungry, DCH foundation, Barbecue and Blues and Beer and Wine Festival. If they are financially able, Jim 'N Nick's is willing to help anyone who contacts them as well as continue previous partnerships with organizations. They hardly turn any organization down. The best way they contribute to these organizations is by giving food, while trying to stay away from monetary donations.



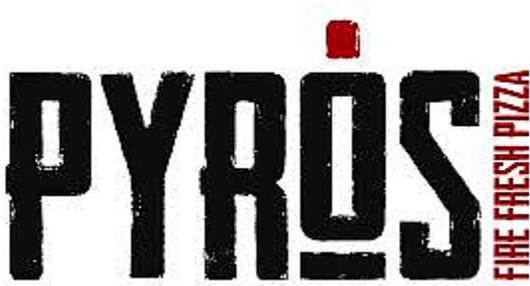
Moe's Original Barbeque was not aware of High Socks For Hope before meeting with TwoTwelve. Every year Moes BBQ owner Laura Moss, puts a cap on how much the business can donate. As a Delta Delta Delta sorority alum, she focuses on donating to St. Jude by giving food, gift cards, and bar tabs.



# OBJECTIVE II RESULTS



Paige Spiller, General Manager of I Love Juice Bar and Tuscaloosa native, said that she was not aware that High Socks For Hope existed. She said that at I Love Juice Bar they are interested in donating to local organizations when the shop becomes more established. The shop recently opened on February 9.



Pyro's Fire Fresh Pizza was not aware of High Socks For Hope before TwoTwelve visited the establishment. However, Pyro's has history of supporting non profits such as St. Jude Children's Research Hospital. Pyros representative, Robert Liton explained to TwoTwelve Group that there are no tips kept among the staff at the establishment and any tips that are made go to St. Jude. The corporate office decides how much monetary donations the establishment will give. The business is interested in helping in any way as long as it is a worthy and local organization.



Newk's Eatery representative, Trevor Sides, and his staff had never heard of High Socks For Hope. The establishment is involved with several organizations including Habitat for Humanity, YMCA, Ronald McDonald House, and various school organizations. Each month, the owner allocates the budget for some donation room. Newks will accommodate the organization's needs and support each organization however they can, but they normally donate gift cards for raffles, fundraising nights for student organizations, and food for school field trips.



# OBJECTIVE II RESULTS

## COMMUNITY LEADER INTERVIEW

Leah Ann Sexton

**Have you heard about High Socks For Hope?**

"Yes."

**How do you choose which organization to donate to?**

"Does the information and presentation submitted by the organization benefit our employees and the community? Is the group responsible financially? Is the group committed to the cause via their board and volunteers?"

**What makes you want to donate to an organization?**

**What makes you not want to contribute?**

"The entire above plus enthusiasm for the goal. If none of the above is intact."

**How do you donate to organizations? Volunteer time,**

**money, supplies, etc.**

"All of the above."

**What organizations do your friends and family donate to?**

"About 20 different entities."

# OBJECTIVE II RESULTS

## COMMUNITY LEADER INTERVIEW

Leah Ann Sexton

**Do you like to see the end result/outcome of your donations?**

"Always."

**How would you like to see your contributions impact in regards to the organization's goals?**

"Thank you notes and detailed descriptions are always welcomed."

**How do you feel about Veteran organizations?**

"Touchy subject, a few of us have seen our dollars misappropriated."

**Would you be interested in donated to an organization that supports veterans?**

"They would have to provide a lot of details for me to even consider."

**Would you be interested in donating to an organization that helps victims of natural disasters?**

"American Red Cross handles local monies and I have joined the board. It would have to coincide with all of the community charities are providing. It might fall into consideration if it filled in a missing component."

# OBJECTIVE II ANALYSIS

## BUSINESS ANALYSIS

Through reaching out to local businesses in the Tuscaloosa community, we were able to gain insight into fundraising methods and techniques that will benefit High Socks For Hope. None of the businesses recognized High Socks For Hope, with the exception of one business after a further explanation of the organization. Most of the businesses accept informal requests for fundraising. These requests can be as simple as walking into the business and requesting donations and financial support. A lot of businesses will also partner with organizations or nonprofits for fundraising events. Unfortunately, majority of the businesses rarely give monetary donations, but are more willing to give gift cards or food donations. High Socks For Hope can utilize some of these businesses by partnering with them for regular fundraising events in the community.

## COMMUNITY LEADER ANALYSIS

We conducted a one-on-one interview with involved Tuscaloosa community member, Leah Ann Sexton. Sexton currently runs McCabe Construction in Tuscaloosa and serves as a board member on many different local charities and organizations. Although Sexton had heard of High Socks For Hope before, she has never been involved with the organization. She brought up the concern that many local community members are skeptical to donate to veteran organizations due to their money being misappropriated. She expressed that feedback is very important to her when it comes to where her time and money is being donated. As a nonprofit organization, High Socks For Hope is going to have to build a sense of trust among Tuscaloosa community members and make sure that each donation is being used appropriately.

# OBJECTIVE III

# OBJECTIVE III

STUDENT INVOLVEMENT

## METHOD

Ask students who are in Social Work, Business and Communications Colleges to answer an online survey to gauge awareness and internship/volunteer interest by Feb. 29, 2016.

## SAMPLE

University of Alabama students attending the Business School, the School of Social Work and College of Communications.

## RESEARCH

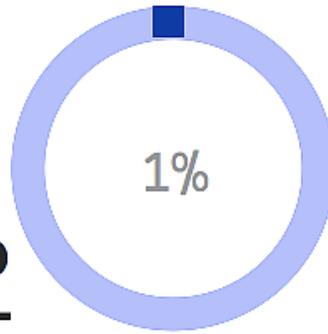
Questions attached

# OBJECTIVE III

## RESEARCH QUESTIONS

- Which college are you a member of?
- Have you heard of High Socks For Hope?
- Have you ever been required to do community service?
- Are you part of an organization that requires community service hours?
- Are you interested in unpaid internships?
- Would you be interested in part-time unpaid internships during the school year?
- Are you interested in volunteering at a nonprofit?
- Where do you usually hear about volunteer opportunities and internships?  
*Social Media, Friends, Email/ Newsletter, or Career Center*
- Have you ever received emails from your college about internship opportunities?
- If so, have you looked into any of the opportunities?

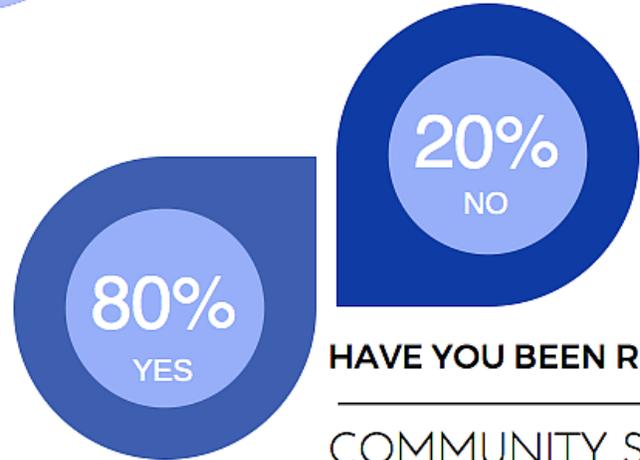
# OBJECTIVE III RESULTS



## HAVE YOU HEARD

### HIGH SOCKS FOR HOPE

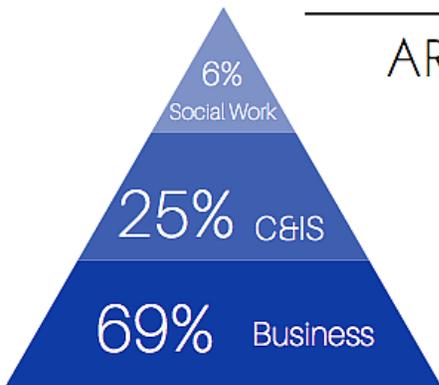
We surveyed students in The Business, Communications and Social Work Colleges by posting the survey on social media, on The University of Alabama Facebook page and emailed professors of each college to send the survey to their students.



## HAVE YOU BEEN REQUIRED COMMUNITY SERVICE

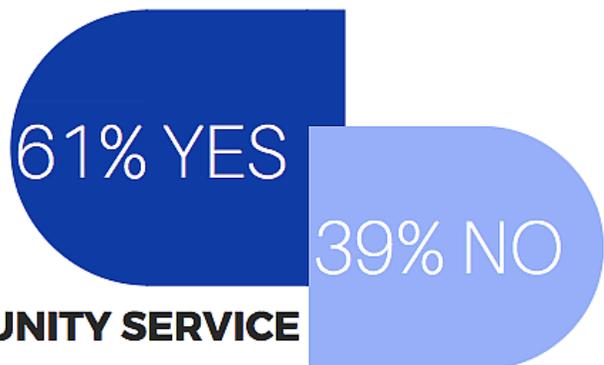
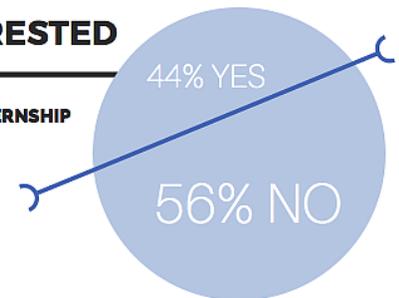
## WHAT COLLEGE

### ARE YOU IN



## ARE YOU INTERESTED

### UNPAID/PART TIME INTERNSHIP

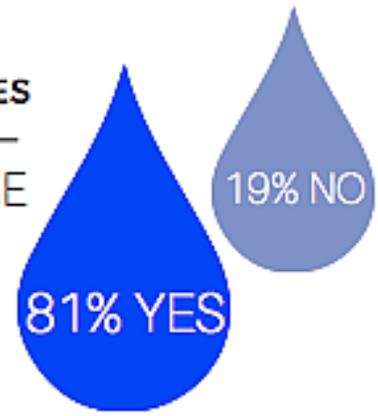


## COMMUNITY SERVICE

### ARE YOU A MEMBER OR AN ORGANIZATION THAT REQUIRES

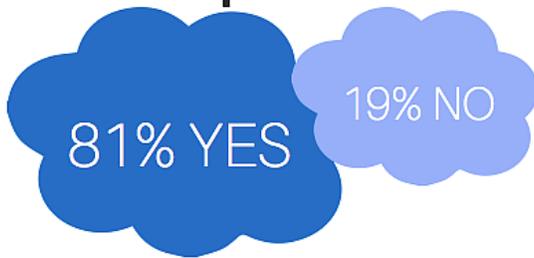
# OBJECTIVE III RESULTS

## INTERNSHIP OPPORTUNITIES FROM YOUR COLLEGE



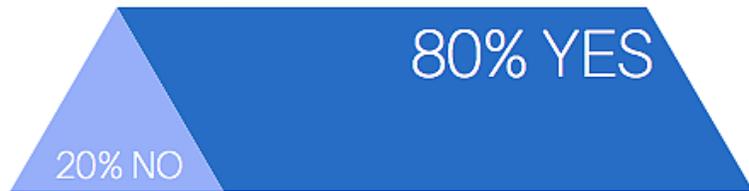
## HAVE YOU REACHED OUT

TO ANY OF THOSE OPPORTUNITIES



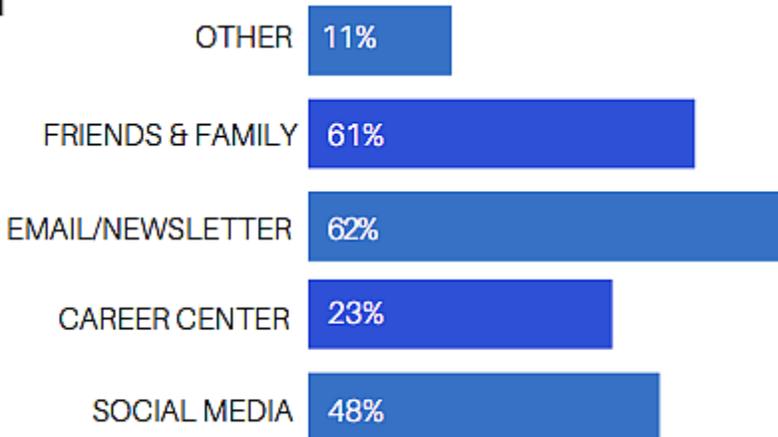
## ARE YOU INTERESTED

VOLUNTEERING FOR NON PROFIT



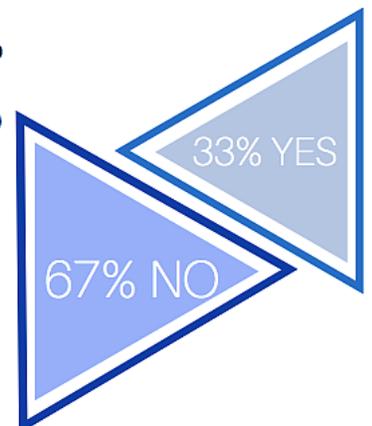
## WHERE DO YOU HEAR

VOLUNTEER OPPORTUNITIES & INTERNSHIPS



## UNPAID INTERNSHIP

ARE YOU INTERESTED



# OBJECTIVE III ANALYSIS

Through our research, we discovered the power faculty has when it comes to helping get students involved. The majority of responses came when professors sent the survey to their classes. Students find out about internships mainly from emails and newsletters, which reiterates the fact that online communication is the easiest way to reach millennials. Students receive emails from their college about internship opportunities, and the majority look into the opportunities that are sent to them by faculty. High Socks For Hope must build a relationship with the faculty in order to reach the students at The University of Alabama if they want to find volunteers or interns and increase brand recognition. The most important statistic that our research found was that 80 percent of students are interested in volunteering for a nonprofit organization which means that the willingness for help is there, we just need to find a way to tap into it.

# SITUATION ANALYSIS

# Part One: Environmental Analysis

## External Factors:

- Changes in government policy for U.S Department of Veteran's Affairs.
- Businesses not willing to donate/partner with High Socks For Hope.
- Community members inability to donate due to economic conditions.
- Not gaining approval from athletic director to utilize baseball team with High Socks For Hope.
- Loss of funding from baseball community in the New York and lack of funding from Chicago area.
- David's baseball career ending leading to a loss in funding.
- Limited demand during non-disaster seasons.
- Funding problems due to narrow focus on veterans in the Tuscaloosa area.
- Dependence on donations from community members affected by veteran issues.
- Being overshadowed in the wake of natural disasters by The Red Cross and The Salvation Army.
- Major corporations donating to competitors due to superior marketing.

## Competition:

### Still Serving Veterans- Indirect Competition

- How do They Compete?
  - Still Serving Veterans is located in Hoover, Ala. although it's not directly in Tuscaloosa, they are helping veterans only in Alabama.
  - They help veterans find jobs, be prepared for their job interviews, fill out paperwork and help them create strong resumes.
- Strengths
  - Their goal is to expand career opportunities, help veterans and their families receive all the benefits and services they earned and connect them to other vital veteran support resources in the community.
  - Since 2006, SSV has served over 22,000 veterans and secured over \$276 million in cumulative new benefits, services, and salaries with no charge to their client.
- Weaknesses
  - Do not help Veterans settle back into a home.
  - Do not provide long term relief.
  - Only help Veterans to find jobs.
- Image
  - SSV has been recognized as a center of excellence for veteran job placement and reintegration. They won a national "Seal of Distinction" Award from the Call of Duty Endowment for effective and efficient veteran employment assistance. They were awarded the Better Business Bureau's torch award for ethics and SSV was designated the Huntsville/Madison County Chamber of Commerce 2015 Nonprofit of the Year, and the city of Madison Chamber of Commerce 2015 Nonprofit of the Year.
  - Over 500 hires in 2015.

- Cost and Fees
  - They do not charge veterans for anything.
  - 2014 raised \$885,000.
  - 86 percent of every dollar donated goes to directly to fund Still Serving Veterans' programs.
- Resources:
  - Blog, Facebook, Twitter and LinkedIn

#### Publics

- Call of Duty, CFC, BBB Accredited, Birmingham business alliance, The Opelika Chamber of Commerce, Chamber of Commerce, Chamber of commerce Columbus GA and Online Donations

#### Operation Homefront - Direct Competition

- How do They Compete?
  - They provide financial assistance for food, utilities, home repairs, rent/mortgage payments, etc.
  - They also provide rent-free transitional housing for wounded service members.
  - Mortgage-free homes are awarded across the U.S.
  - Operation Homefront helps with ongoing family support
- Strengths
  - \$4.8 million in grants.
  - \$39 million paid towards mortgages, which has helped 138 families.
  - They have helped 741,000 families.
  - National headquarters - serve a multitude of states.
  - Well organized website, social media and advertising.
  - They provide short term and long term support and have a leg up because they continue to help military families by:
    - Hearts of Valor caregiver support program
    - Baby showers to help new military moms welcome the newest member of the family
    - Homefront Celebrations to recognize military spouses
    - Holiday programs to provide meals and toys
    - Backpacks filled with school supplies for military kids
- Weaknesses
  - They do not furnish houses or make them feel like home. They simply cover the cost.
  - Fraud Allegation
    - In 2013, Amy Palmer, formerly the organization's chief development officer was fired for a \$36,000 discrepancy between their records of donated items and what goods actually were on hand.
    - This has created distrust in the organization.

- Image
  - The company has received a four-star Charity Navigator rating, the highest award offered, for six years in a row.
  - Operation Homefront received the Civic Statesmanship Award at the United States Association of Former Members of Congress' 17th Annual Statesmanship Award Dinner in 2014.
  - Despite the national recognition, they have received some skepticism and distrust because of the fraud allegation.
  - According to Charity Navigator, they have a 96 percent approval rating and four stars in financial, accountability and transparency.
- Cost and Fees
  - They receive funds through donations, grants, and sponsorships.
  - Their total revenue in 2014 were: \$62,205,361.
  - Their total expenses in 2014 were : \$55,096,685.
  - Their excess in 2014 was: \$7,108,676.
- Resources:
  - Comprehensive website, Facebook, Twitter, Newsletter, Wordpress/Blog, Email Subscription and Press Releases
- Publics
  - Board of Directors
  - CEO, COO, Chief Financial Administrative Officer, Chief Development Officer
  - Volunteers
  - Military Families
  - Platinum Supporters
    - Advocare, Jim Beam, Dollar Tree, Eckrich, Home Depot Foundation, Kids in Distressed Situations, Sun Capital Partners, Walmart and Wells Fargo
  - Gold Supporters
    - Cinet
    - Kimberly-Clark Corporation
  - Silver Supporters
    - Verizon
  - Honors Supporters
    - Cigar City Brewing, LLC, TI Holdings, Advocare, Alec Ardito, Bechtel, Benz Family Trust, Bill and Linda Terry, Bluewater Movements, Inc., CDW - Tampa, FL, Charles and Kathleen Ragland, Charles N. Kaufman, Darius and Marivi Nevin, Earl and Helen Lysaker, Florida Veterans Relief Fund, Illustrated Properties Charities, Inc., Klausner, Kaufman, Jensen, & Levinson, Kohl's Cares, MacDill Officers' Spouses Club Welfare Fund, Michael D. Wohl, Mildred Meritt, Paul Englehart, Raymond George and Ruth Bitner Fisher Foundation, Stephen K. Lawrence, The Boeing Company and Vertex Water Features

## Volunteers of America - Indirect Competition

- How do They Compete?
  - According to Voa.org, they "support and empower America's most vulnerable groups, including veterans, at-risk youth, the frail elderly, men and women returning from prison, homeless individuals and families, people with disabilities, and those recovering from addictions."
  - "Since its earliest days, when Volunteers of America brought food, medicine and comfort to people not served by other charities, volunteering has been instrumental in every aspect of the organization's ministry of service."
  - Partnership of professional staff, volunteers and other community supporters.
  - They offer a flexible housing and supportive services to individual veterans and veterans with families.
- Strengths
  - They have been around for 120 years and are established in the national and local communities.
  - There are around 16,000 volunteers, which is a very solid volunteer base.
  - VOA touches the lives of more than 2 million people in over 400 communities in 46 states as well as the District of Columbia and Puerto Rico each year.
  - They have large focus areas that include: assistance with basic needs, behavioral health, community outreach and investment, correctional reentry services, housing, mental health, senior living and care and substance
  - They have many different ways to donate: time, money, stocks, etc.
  - The different ways they donate to veterans are: providing emergency, transitional and permanent housing; connecting veterans to outreach centers where veterans can receive treatment for PTSD, traumatic brain injuries and addictions; connecting the veterans to the benefits they are entitled to, making use of the strong bonds forged between veterans by incorporating mentoring and peer-to-peer support and providing employment services that include assessment, training and placement.
  - In 2010, Volunteers of America served approximately 7,700 homeless veterans in 35 programs nationwide.
- Weaknesses
  - They are a Christian organization, which could be possible area of conflict.
  - They help a lot of different people and do not have a narrow focus especially on veterans.
  - It is a national organization. They do not focus on Tuscaloosa, Ala.

- Image
  - Today, Volunteers of America is ranked among the largest charities in the United States by The NonProfit Times, The Chronicle of Philanthropy and Forbes among other publications, with annual revenue of approximately \$900 million in 2008.
  - The organization is one of the largest nonprofit providers of affordable housing for the elderly, low-income families and people with intellectual or physical disabilities in the United States.
- Cost and Fees
  - They receive donations through money donations, volunteers, stock donations, outreach programs and more.
  - They made \$900 million in 2008.
- Resources:
  - Website, Facebook, Twitter, Youtube, LinkedIn, Google Plus and Blog
- Publics
  - Veterans, volunteers, children, youth and families, formerly incarcerated, homeless people, older adults and people with disabilities
  - Partners: Annie E. Casey, Capital One, CBS EcoMedia, The Home Depot, Juice Plus+, Major Baseball Players Trust, Niagara Bottling, Scholastic

# Part Two: Organizational Analysis

## Internal Factors

- Financial Resources
  - Funding
    - David Robertson
    - Erin Robertson
    - Private donations
- Physical Resources
  - Judy Holland's residence (office)
  - Valor Gates- Apartment complex
- Human Resources
  - David Robertson- Co- Founder, President
  - Erin Robertson- Co-Founder, Executive Director
  - Judy Holland- Managing Director
  - Volunteers (Dependent on project and circumstances)
  - WVUA23
- Past and Current Communications
  - Letter Campaign (past)
  - Facebook Page (past/ present)
  - Twitter (past/present)
  - Web page (past)
  - Events in Chicago with Tiki Barber (Current)
  - Written letters to corporate companies (past)
  - Instagram page (past/present; last post 4 weeks ago)
- Client/Customer (Veteran) Needs
  - High Socks For Hope will never turn anyone away, and always meet the Veterans needs regardless of how unconventional the situation is. For example, they raised money to get a new set of teeth for a local man who lost his teeth while donating his time to helping the community after a natural disaster.
  - They also fulfill the veteran's needs in terms of: kitchen supplies, bath box, food box, and bed with mattress and full bedding set.
- Public Perception Of Organization
  - Little to no knowledge about High Socks For Hope
  - 100 percent of local businesses have no knowledge of High Socks For Hope

# Part Three: Publics

- Publics
  - Veterans, local Businesses, UA Students, Tuscaloosa Schools/ PTA, UA Faculty, UA athletic organizations, local churches, furniture companies, U.S. Department of Veterans Affairs, volunteers/donors, Chicago White Sox and New York Yankees
- Most Influential
  - U.S. Department of Veterans Affairs
  - Furniture Companies
  - Volunteers/Donors
  - Veterans
- Impact, Reasons & Affect
  - Veterans: Veterans are our direct audience. Veterans are the reason this organization exists and helping them is our mission.
  - Local Businesses: Local businesses have supported High Socks For Hope in the past and will continue to provide support in the future, whether it be financially or solely through community awareness.
  - UA Students: University of Alabama students are the largest untapped public in the city of Tuscaloosa that hold the potential to make a big difference for the organization. Volunteering, interning, fundraising and community support are all ways that students can have a great impact on the organization.
  - Tuscaloosa Schools/ PTA: Having access to Tuscaloosa County schools and the parents of their students can be beneficial to partnering for events and fundraising, as well as spreading word of mouth.
  - UA Faculty: The faculty at The University of Alabama serves as a gateway between High Socks For Hope and UA students. In order to get students involved and have the full support of the university, a relationship needs to be developed between High Socks For Hope and UA faculty.
  - UA Athletic Organizations: The athletic department at the University of Alabama is the most well-known department, bringing in a great deal of money to not only the university but also to all of the organizations they decide to support every year.
  - Local Churches: Many donors and community influencers are members of churches in Tuscaloosa. By forming a relationship with the local churches we will have access to community members that we were unable to reach before.
  - Furniture Companies: The relationship formed with furniture companies is essential for furnishing the veterans' new homes. Maintaining a good relationship with these companies is also important when it comes to mass orders and discounts.

- U.S. Department of Veterans Affairs: The VA provides High Socks For Hope with a list of all homeless veterans in Tuscaloosa and puts them into contact with Judy. The VA also screens each candidate before sending their information to High Socks For Hope.
- Volunteers/Donors High Socks For Hope has relied heavily on this public in the past and will continue to rely heavily on them in the future. Volunteers and donors have been the backbone of this organization when it comes to getting veterans moved into their new home.
- Chicago White Sox: The Chicago White Sox is David Robertson's current MLB team that provides donations and support to the organization. They also can be utilized for fundraising and event opportunities.
- New York Yankees: The New York Yankees is David Robertson's past MLB team that served as a huge contributor to the organization for years through donations and sponsoring events.

GOALS | OBJECTIVES | STRATEGIES | TACTICS

# Goal: Community Awareness

**Objective:** Increase knowledge of High Socks For Hope among the Tuscaloosa Community by 25 percent by Jan. 1, 2017.

**Strategy 1: Homecoming.** High Socks For Hope supporters and Judy will ride on their own float or walk behind a High Socks For Hope banner during the UA Homecoming parade.

**Tactics:** The Homecoming entrance form cannot be filled out so TwoTwelve will give a brief overview of what the form entails. High Socks For Hope will pay the entry fee. Depending on the resources available, Judy and volunteers will either ride on a float decorated by volunteers and interns or walk behind a banner printed by a local sign shop. During the parade, Judy, interns and volunteers can ride on the float or walk behind the banner and hand out push cards and socks to onlookers.

**Strategy 2: Veterans of Tuscaloosa.** High Socks For Hope will launch a social media and email campaign that will show the public what High Socks For Hope does.

**Tactics:** TwoTwelve will contact Judy to get a list of current and previous veterans High Socks For Hope has helped. We will gauge the veterans' interest in being highlighted in a monthly newsletter and weekly social media posts. There will be one veteran highlighted each month. High Socks For Hope interns will meet with one veteran in the beginning of each month for photos, videos and an interview. The intern will ask about the veteran's life, military career, post-military experience and experience with High Socks For Hope. The interview will be teased on social media (Twitter, Facebook and Instagram) weekly with pictures, snippets of the interview and quick video previews. The full interview will be shared on social media and through an email newsletter at the end of the month.

**Strategy 3: Pillow Fight.** High Socks For Hope will host a community-wide pillow Downtown Tuscaloosa.

**Tactics:** TwoTwelve will contact Tuscaloosa for the forms and rules to host an event in Downtown Tuscaloosa. We will provide Judy with the forms and information to fill out and submit. The event will take place sometime in April or whenever it fits into High Socks For Hopes' schedule. The event will be promoted on social media and on High Socks For Hopes' website. High Socks For Hope can seek out potential partnerships.

# Goal: Fundraising

**Objective:** Raise \$10,000 through community fundraisers between May 1, 2017 and Jan. 1, 2017.

**Strategy 1: High Stockings For Hope.** Local churches will participate in a Christmas fundraiser for local veterans. On a Christmas tree, there would be pictures of each veteran as an “ornament” giving their first name, description, age, and 10 bullet points of items the veteran needs for their home. Each church member will pick an ornament with a veteran’s first name on it and top ten items they need. The community member will pick five things to buy from the list for the veteran for Christmas.

**Tactics:** TwoTwelve will compile a list of local churches to contact to discuss the possibility of hosting “High Stockings For Hope”. TwoTwelve will compile a list of veterans and a list of their top ten needs. Some examples are clothing, food, household items, etc. On a Christmas tree, the church has in their building will have stocking shaped paper ornaments with the name of a veteran and their top ten needs. Each church member will pick as many ornaments as they desire and will pick three or more items to buy from the list for the veteran for Christmas. The community members will drop the wrapped items off at the church by December 24 when High Socks For Hope volunteers or interns will pick up the items to be distributed on Christmas Day.

**Strategy 2: V.N.O. Veteran’s Night Out.** Every month local business and restaurants will either donate a percentage of their earnings to High Socks For Hope or let veterans and dependents eat for free.

**Tactics:** TwoTwelve will choose 20 local businesses to contact in the Tuscaloosa community to commit to donating at least 10 percent of their proceeds towards High Socks For Hope. We will meet with the managers and/or owners of each restaurant to discuss specifics. We will also get all details of the commitment in an informal contract for year long periods. To advertise this event every month, we will utilize all social media platforms of High Socks For Hope, the local businesses involved, the city of Tuscaloosa accounts, local schools and local shelters.

# Goal: Increase Campus Involvement

**Objective:** Create relationships with students and faculty within three different colleges at the University of Alabama by Jan. 1, 2017.

**Strategy 1: Faculty Rocks Our Socks.** High Socks For Hope will send a pair of socks to faculty members with a blurb about High Socks For Hope with the goal gaining their support to promote High Socks within their classrooms and to their students.

**Tactics:** TwoTwelve will contact Judy and request the High Socks For Hope Socks that are currently in inventory. We will package them in clear bags purchased from Target. We will write a short summary with the High Socks For Hope mission and request the faculty to email their students about volunteering and interning. We will deliver the socks to the faculty offices and have them placed in their boxes.

**Strategy 2: Intern Search.** We will partner with the College of Communications and the College of Business to have internship opportunities with High Socks For Hope posted in weekly emails and newsletter as well as post fliers on bulletins around campus and the Ferguson Center.

**Tactics:** High Socks For Hope interns will attend various faculty meetings and request faculty members reach out to their students about High Socks. The interns will then follow up via email by sending them a custom message to forward to their classes. The interns will reach out to the head of the departments to have High Socks have a blurb in the monthly newsletter. High Socks For Hope will create fliers on InDesign and have them printed at UPS. High Socks For Hope interns will manually hang them up around various colleges and the Ferguson Center.

**Strategy 3: Get on Board Day** At the beginning of each semester, the university hosts "Get on Board Day" at the Ferguson Center where clubs and different organizations have representatives at a table to give information about how to get involved. High Socks For Hope will secure a table in order to give out information, get volunteers and find interns to help with operations.

**Tactics:** TwoTwelve will fill out the form to register High Socks For Hope for "Get on Board Day" on [thesource.ua.edu](http://thesource.ua.edu). High Socks For Hope will pay the \$25 fee if the organization chooses to take part in "Get on Board Day". On the day of the event, Judy and High Socks For Hope interns will set up a table and bring decorations and pamphlets to inform students of the organization. They will inform students on how to volunteer and where to apply for internships.

# Identity Rebrand



# High Socks For Hope Logo Visual Identity System

## Logo Variations

Color



Black & White



## Font

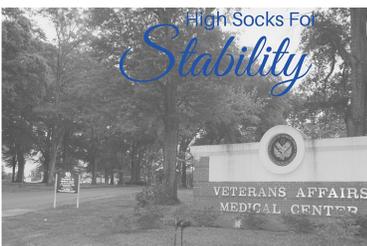
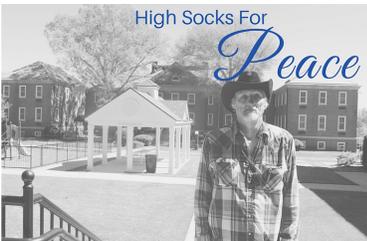
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ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Colors



CMYK: C22 M17 Y0 K0  
RGB: R195 G200 B229  
#C3C8E5

# BIG IDEA



# PUBLIC RELATIONS STRATEGIES

# GOAL | COMMUNITY AWARENESS



# HOMECOMING FLOAT

## BRIEF OVERVIEW

High Socks For Hope will participate in the University of Alabama Homecoming Parade during the 2016 football season.

## TIMELINE

- August 26: Finalize parade participant list
- September 1-6: Submit early bird registration and \$50 fee at [sga.tix.com](http://sga.tix.com).
- September 2: Finalize and order banner design
- September 15: 500 to 1,000 pushcards printed
- September 30 - Date of Homecoming: Social media buzz publicizing High Socks For Hope's participation.
- Homecoming Date: To be announced.

## IMPACT

This past season, there were 108,000-110,000 people on campus for Homecoming. Due to the Tide's 2015 national championship title, the amount of visitors to Tuscaloosa is likely to increase. This will give High Socks For Hope the opportunity to reach more than 100,000 people. The Homecoming Parade will be one of the largest platforms that High Socks For Hope can utilize to educate the public on their brand, mission and impact in the community.

## ROLES & RESPONSIBILITIES

### TwoTwelve Group

- Banner design (see appendix)
- Social media posts (see social media plan)
- Pushcards design (see appendix)

### High Socks For Hope

- Online registration
- Mandatory meeting
- Printing
- Organization of parade participants



High Socks For  
*Strength*

# VETERANS OF TUSCALOOSA

## BRIEF OVERVIEW

High Socks For Hope will implement a social media campaign based around the stories and experiences of people High Socks For Hope has helped. One person will be featured a month with weekly teasers on social media. The entire interview will be in the email newsletter and on Facebook at end of each month. Campaign will also be applied to families and persons that High Socks For Hope has helped start effective January 1, 2017.

## TIMELINE

- September 1: Campaign launch
- September 1 - December 31: Weekly social media teaser posts (see social media plan)
- September 30: Email newsletter (see appendix)
- October 30: Email newsletter
- November 30: Email newsletter
- December 30: Email newsletter
- January 1: Intern(s) begin take over Veterans of Tuscaloosa social media campaign takeover

## IMPACT

Based on TwoTwelve's research, people value personal experiences over general content. The majority of community members surveyed want to see information sent through a monthly email newsletters as well as across social media platforms. Based on research participants' active engagement on Facebook, Twitter and Instagram, The Veterans of Tuscaloosa social media campaign will be implemented on these three social media platforms. The Veterans of Tuscaloosa campaign will use both social media and a monthly email newsletter to actively engage with the public to increase awareness of the organization and also give volunteers and donors the opportunity to see the direct impact of their generosity.

## ROLES & RESPONSIBILITIES

### TwoTwelve Group

- Email newsletter template (see appendix)
- Social media posts (see social media plan)
- Four months of content (see appendix)

### High Socks For Hope

- Takeover campaign starting Jan. 1, 2017.

High Socks For

*Comfort*



# PILLOW FIGHT

## BRIEF OVERVIEW

The first Saturday in April, April 1, 2017, (International Pillow Fight Day), local community members will meet in downtown Tuscaloosa to participate in a pillow fight fundraiser. Participants will bring a pillow to participate with and a new pillow to donate. Monetary donations will not be publicized via social media, but will be encouraged to donate at the event.

## TIMELINE

- January 1: Secure city approval
- February 1 - April 1: Social media posts and advertising (see appendix)
- March 15: Finalize logistics (MC, supplies, pillow storage, etc.)
- April 1: Day of event

## IMPACT

According to TwoTwelve's research, 36.3 percent of survey participants are not interested in volunteering. The pillow fight will be an opportunity for local community members to get involved and donate in a fun, interesting way. The event will target a large range of audiences, from young children to adults, and will serve as a enjoyable atmosphere to increase awareness and brand recognition within the local community.

## ROLES & RESPONSIBILITIES

### TwoTwelve Group

- Initial contact with City of Tuscaloosa
- Flyers (see appendix)
- Social Media posts (see social media plan)

### High Socks For Hope

- Confirmation with City of Tuscaloosa
- Event logistics

# GOAL | FUNDRAISING

# High Socks For *Faith*



# HIGH STOCKINGS FOR HOPE

## BRIEF OVERVIEW

During the month of December, local Tuscaloosa churches will participate in hosting an event for families, and veterans in need who could not otherwise afford Christmas gifts. The congregation will get an opportunity to sponsor an individual and make their Christmas wish come true. Once an individual has been chosen, the church member will purchase items from the list printed on the ornament hanging from the Christmas tree in the lobby. Presents will be returned wrapped, and ready for pick up at the church for Judy Holland.

## TIMELINE

- November 27: Place promotional ad in bulletin (Provided by TwoTwelve)
- December 1: Tree placed in lobby with ornament's containing names on them
- December 18: Last day to drop wrapped gifts off to church
- December 19-22: Drop off gifts to individuals
- April 1: Contact churches to see if they are interested in hosting event again

## IMPACT

After TwoTwelve spoke to Judy Holland, it was clear that she needed help giving families things they desired during the holidays. This event helps to spread brand awareness, as well as help those in need in the community. This event also gives church members a chance for community service, as well as create a partnership and support for High Socks For Hope from more community members in the area.

## ROLES & RESPONSIBILITIES

### TwoTwelve Group

- Bulletin and flyer for event
- List of churches in Tuscaloosa
- Potential design of ornaments

### High Socks For Hope

- Printing (Cost in appendix)
- Tree (If not provided by church, if not cost in appendix)
- Pick up gifts
- Drop off gifts
- Picking churches to participate
- Call in April 2017 to start planning the next year's event

High Socks For

# Community



# VETERANS NIGHT OUT

## BRIEF OVERVIEW

As a part of our fundraising campaign, local businesses in Tuscaloosa will host an event where a percentage of the proceeds directly benefit High Socks For Hope. The businesses TwoTwelve has secured to participate are Jim 'N Nick's, Another Broken Egg, BurgerFi, Pieology and Glory Bound.

## TIMELINE

September 29: Jim 'N Nick's (5:00-9:00 p.m.)  
October 13: Another Broken Egg (All Day)  
November 3: Another Broken Egg (All Day)  
December 8th: BurgerFi (5:00-9:00 p.m.)  
January 11: Pieology (5:00-9:00 p.m.)  
February 14: BurgerFi (5:00-9:00 p.m.)  
March 9: Glory Bound (All Day)  
April 11: Jim 'N Nick's (5:00-9:00 p.m.)  
May 4: Glory Bound (All Day)  
June 11: Pieology (5:00-9:00 p.m.)

## IMPACT

As TwoTwelve's research shows, seven out of seven local businesses contacted by TwoTwelve had no recognition of High Socks For Hope. Hosting these events is an easy, fast, and fun way for High Socks For Hope to gain recognition within the community. Not only will this help with brand awareness for both High Socks For Hope and the restaurants, but it will also help to raise money for an important cause.

## ROLES & RESPONSIBILITIES

### TwoTwelve Group

- Contact local businesses to set up dates and percentages to be donated
- Design flyers for event

### High Socks For Hope

- Call local businesses to confirm dates
- Call local businesses to give the go ahead
- Set up table/ drop off flyers provided by TwoTwelve (Another Broken Egg)
- Pick up donations/proceeds

# GOAL | **CAMPUS INVOLVEMENT**



High Socks For  
*Growth*

# FACULTY ROCKS OUR SOCKS

## BRIEF OVERVIEW

High Socks For Hope will send a pair of baseball socks to faculty members in the Communications and Information Sciences College with a blurb about High Socks For Hope with the goal of gaining their support to promote High Socks For Hope within their classrooms and to their students.

## TIMELINE

- August 1: Print pushcarts and order gift wrapping supplies
- August 10: Wrap each gift package
- August 22: Deliver Faculty Rocks Our Socks packages to the faculty boxes

## IMPACT

Through our research we discovered the amount of power faculty has when it comes to helping get students involved. The majority of responses came when professors sent the survey to their classes. High Socks for Hope must build a relationship with the faculty in order to reach the students at the University of Alabama if they want to find volunteers and interns and increase brand recognition.

## ROLES & RESPONSIBILITIES

### TwoTwelve Group

- Create pushcard with personal note and description of High Socks For Hope
- Create mock gift package to use as a template

### High Socks For Hope

- Purchase socks, gift wrap, tissue paper and ribbon
- Wrap gifts
- Deliver gift packages to faculty boxes



High Socks For  
*Change*

# INTERN SEARCH

## BRIEF OVERVIEW

High Socks For Hope interns will follow up with the faculty of the Communications and Information Sciences college by emailing faculty members to request that they each out to their students about High Socks For Hope's internship and volunteer opportunities and job application. Internship opportunities with High Socks For Hope will be posted in emails and newsletters as well as posted on fliers on bulletins around campus and the Ferguson Center.

## TIMELINE

- August 22: Print flyers at UPS
- August 24: Send faculty the email template to forward to students
- August 25: Flyers hung up around campus and the Ferguson Center
- September 12: Intern job applications due to Judy Holland

## IMPACT

Our research found that 80 percent of students have received emails from the school about internship opportunities and 57 percent look into these job openings. On top of this, 80 percent of students are interested in volunteering at a nonprofit. High Socks For Hope needs to foster a relationship with the faculty because they are the gateway to reaching the student body. We found students mainly find out about volunteer and internship opportunities from email newsletters. By asking for faculty help, we can recruit volunteers and interns who will provide free support to the organization.

## ROLES & RESPONSIBILITIES

### TwoTwelve Group

- Create intern job description
- Have the internship accredited through The College of Communications and Information Sciences through Tracy Sims
- Create and design flyers

### High Socks For Hope

- Send email template to faculty
- Print flyers at UPS
- Hang up flyers around campus
- Review intern job applications and choose two qualified candidates after interview

High Socks For

*New  
Beginnings*



# GET ON BOARD DAY

## BRIEF OVERVIEW

At the beginning of each semester, the University hosts "Get on Board Day" at the Ferguson center where clubs and different organizations have representatives at a table to give information about how to get involved. High Socks For Hope will secure a table in order to give out information, get volunteers and find interns to help with operations.

## TIMELINE

- July: Register for a table at Get On Board Day
- July: Order banner
- August 22: Print flyers, push cards and intern job descriptions
- August 25: "Get on Board Day"

## IMPACT

Our research found that 99% of students at UA had never heard of High Socks For Hope. Without knowledge of the organization, High Socks For Hope misses the opportunity to build a relationship with the student body and receive volunteers and interns. The quality of applicants will significantly increase for the internship position because thousands of students attend "Get on Board Day." We found that 44% of students are interested in an unpaid internship during the school year, and this gives the opportunity to engage them.

## ROLES & RESPONSIBILITIES

### TwoTwelve Group

- Design the banner for the High Socks For Hope table
- Create Intern job description
- Create fliers and pushcarts to be handed out to students

### High Socks For Hope

- Register for a table on [thesource.ua.edu](http://thesource.ua.edu)
- Pay \$25 registration fee
- Print and purchase fliers, banner, job descriptions and pushcarts
- Set up table at the event and interact with students

# BIG IDEA WRAP UP

When focusing on our big idea, we reflected on when we first met Judy when she came to speak to our class. She told a story about how High Socks For Hope collected the money to buy a Veteran new teeth, even though it was way out of the organization's normal realm of duties. It was in this moment that we realized that High Socks For Hope does so much more than help veterans and victims of natural disasters. High Socks For Hope and Judy do whatever possible to help people, no matter what the circumstances. Judy does not do this because it is her job, she does this because she cares about the people behind the story. Too often we see non profit organizations take in money to help people no one ever sees.

We want the world to see those people.

We want the world to see the stories behind each person and each family.  
We want the world to see that High Socks For Hope does so much more than just bring Hope.

# TENTATIVE TIMELINE

Timeline			
Month	Date	Event	Task
July	15	Get On Board Day	Registration
	17	Get On Board Day	Order Banner
August	1	Faculty rocks Our Socks	Print push cards and order gift wrapping supplies
	10	Faculty rocks Our Socks	Wrap each gift package
	22	Faculty rocks Our Socks	Deliver Packages to faculty boxes
	22	Intern Search	Print flyers at UPS, Print job descriptions,
	22	Get On Board Day	Print push cards
	24	Intern Search	Email faculty with email template to forward to students
	25	Intern Search	Hang flyers around campus (Reese Phipper and Ferg)
	25	Get On Board Day	Day of event
	26	Homecoming Parade	Finalize participant list
September	1-6	Homecoming Parade	Submit early bird registration & \$50 fee at sga.tix.com
	1	Veterans of Tuscaloosa	Socail Media Campiagn launch (see social media plan)
	2	Homecoming Parade	Finalize banner design & order
	12	Intern Search	Intern job applications due to Judy Holland
	15	Homecoming Parade	Print push cards
	29	Veterans Night Out	Jim N' Nicks event (5pm-9pm)
	30	Newsletter	Email newsletter (see apendix)
	30	Homecoming Parade	start advertising/publicising Homecoming Parade
October	13	Veterans Night Out	Another Broken Egg (all day)
	30	Newsletter	Email newsletter (see apendix)
November	3	Veterans Night Out	Another Broken Egg (all day)
	27	High Stockings for Hope	Place promotional ads in Highlands bulletin
	30	Newsletter	Email newsletter (see apendix)
December	1	High Stockings for Hope	Place tree in lobby with ornaments
	8	Veterans Night Out	BurgerFi Event (5pm-9pm)
	18	High Stockings for Hope	last day to drop off wrapped gifts at Highlands
	19-22	High Stockings for Hope	drop off gifts to veterans
	30	Newsletter	email newsletter (see apendix)
<b>2017</b>			
January	1	Veterans of Tuscaloosa	Intern takeover social media
	1	Pillow Fight	Secure city of Tuscaloosa approval
	11	Veterans Night Out	Piology (5pm-9pm)
February	14	Veterans Night Out	BurgerFi (5pm-9pm)
March	1	Pillow Fight	Start advertising on social media
	9	Veterans Night Out	Glory Bound (all day)
	15	Pillow Fight	finalize logistics (MC, supplies, pillow storage)
April	1	Pillow Fight	Day of event
	11	Veterans Night Out	Jim N Nicks (5pm-9pm)
May	4	Veterans Night Out	Glory Bound (all day)
June	11	Veterans Night Out	Piology (5pm-9pm)

# PROJECTED EXPENSE REPORT

Project 1		Expense	Quantity	Total	Grand Total
Homecoming Parade	Homecoming Fee	\$50.00	1	\$50.00	
	Pushcards	\$0.25	750	\$187.13	
	Banner	\$100.00	1	\$100.00	
	American Flags	\$0.75	48	\$36.00	
				(Estimate)	<b>\$300.00</b>
<b>Project 2</b>					
Veterans of Tuscaloosa	\$0.00	\$0.00	0	\$0.00	<b>\$0.00</b>
<b>Project 3</b>					
Pillow Fight	Application Fee	\$50.00	1	\$50.00	
	Hourly Location Fe	\$250.00	2	\$500.00	
					<b>\$550.00</b>
<b>Project 4</b>					
Faculty Rocks Our Socks	Socks	\$10.00	5	\$50	
	Push Cards	\$1.09	30	\$32.77	
	Tissue Paper	\$3.00	4	\$12	
	Ribbon	\$4.00	5	\$20	
	Clear Bags	\$3.00	3	\$9	
					<b>\$123.77</b>
<b>Project 5</b>					
Intern Search	Flyers	\$0.50	50	\$25.00	
					<b>\$25.00</b>
<b>Project 6</b>					
Get On Board Day	Registration Fee	\$25.00	1	\$25.00	
	Push Cards	\$0.25	500	\$124.75	
	Table	\$38.99	1	\$38.99	
	T-shirts (baseball)	\$14.58	100	\$1,458.00	
					<b>189.00</b>
<b>Project 7</b>					
Veterans Night Out	Flyers	\$0.35	50	\$17.50	
<b>Project 8</b>					
High Stockings For Hope	Stocking Cutout	\$1.99	100	200.00	
	Tree (6.5 ft)	88.59	1	89.59	
	Ribbon	\$4	5	\$20	
					<b>309.59</b>
Grand Total					<b>\$1,497.36</b>

# FINAL ANALYSIS

This semester TwoTwelve had the privilege of working with High Socks For Hope and Judy Holland. As a group, we were moved by the work this organization is doing and could not wait to contribute to the cause. We started off by honing in on the issues that the organization was currently facing and why. We discovered that High Socks For Hope's brand awareness was lacking throughout the Tuscaloosa community. It was apparent to us that having one person in charge of all of High Socks For Hope's duties was far too heavy of a workload.

High Socks For Hope also did not utilize the largest population in Tuscaloosa, The University of Alabama. Through our research, we discovered that the most effective way to reach the student population is through the University of Alabama faculty. We uncovered that members within the Tuscaloosa community would be the most open to hearing about nonprofit organizations through email or newsletters. It also became clear that it was better for High Socks For Hope to deal with local restaurants that could commit to fundraising events without having to go through their national headquarters. We then created an in depth plan that filled High Socks For Hope's missing components while incorporating what we learned in our research. We are confident that our plan will not only take High Socks For Hope to the next level of where they want to go, but also exceed all of their expectations. We have thoroughly enjoyed the opportunity of working with this inspirational organization and are looking forward to working with them more in the future.



# APPENDIX

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## High Stockings For Hope

- 4.1 Consent Forms
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- 6.1 Email template
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- 7.1 Job Description
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- 8.1 Registration
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HIGH SOCKS FOR  
*Helping people get back home.*



***ROLL TIDE!***



High Socks For Hope is a nonprofit organization that provides long term support to homeless veterans and displaced individuals due to natural disasters to help them get home.



# High Socks For Hope Monthly Newsletter

May 2016

## WELCOME HOME

Meet our veteran of the month: Bill

Each month, High Socks For Hope highlights one veteran whose life has been touched by the generosity of folks like you. We met up with Bill earlier in the month to find out a little more about Bill.

Quote

Bill served in the Vietnam War and blah blah blah blah. Click here to find out more about Bill's Life and his experience with High Socks For Hope.



## ONGOING PROJECTS



This is the Young family's new house in Illinois. High Socks For Hope has been working with the Youngs and several other nonprofit organizations to help get the Young's back home.

To keep up with the Young's transformation, visit our website at [HighSocksForHope.org](http://HighSocksForHope.org).

## PROJECT UPDATES



This is Robert Reed. After the 2011 tornado, Robert rescued 12 people from the rubble and has since helped High Socks For Hope move hundreds of people into their home. When we found out Robert had lost five teeth while rescuing people, High Socks For Hope has raised the \$2,3000 necessary to fix his teeth. This is a picture of Robert with his new, bright smile.

## HOW YOU CAN HELP

There are many ways to help High Socks For Hope. Like and follow our social media accounts to stay up to date on projects, donate money, volunteer to help with different projects or just tell a friend about the work we do!

@HIGHSOCKSFORHOPE



FACEBOOK.COM/HIGHSOCKSFORHOPE

## 2.2 VETERANS OF TUSCALOOSA CONTENT



Michael Sheperd

I did the married in Vegas thing and then I came to Alabama. My mother has early dementia so I decided to stay to help her out. So it's basically why I'm in Alabama. I've been here for about a year and four months. It's a big difference from Chicago, I love it. There are no sounds of the cracking of the guns. I came from a bad neighborhood and you wake up hearing shootings. You wake up in the morning and see the yellow tape. I felt it was a blessing for me to get out of there alive. I didn't get killed in the army, but I know a lot of veterans that come home and something happens to them.

I served in the army in 1977 right out of high school. Right now I'm considered a disabled vet because I hurt my knees during basic training, but I went back to finish my MOS. And eventually I had to get out of the military because of the disability. I'm still here and I work with veterans and I talk to veterans. The VA is like a big organization and we try to help each other out.

As far as High Socks For Hope, it was a big deal. It was a big jump for a personal organization to do that for a group of people. It really helped us out. I've lived here for a year and two months. I renewed my lease today. It is a very nice place to be.

My oldest sister was a victim of the tornado in 2011 and High Socks came through and did a lot for the community. Certain holidays they come here and do stuff. They impact a lot of veterans here and they appreciate it.

David Robertson offered me to come on the field and probably throw the ball out. So I'm looking forward to that too. So when I go back to Chicago, High Socks will still be helping me out. Something to look forward to. That's why I try to give back anytime I can help them.

Basically they are about to start a committee for Valor Grove and I'm excited to be a part of that committee. They have different things that I've participated in....movie night, pizza night. They have a lot of things to keep the veterans going and keep us participating. I try to stay active as much as I can.

## 2.2 VETERANS OF TUSCALOOSA CONTENT



Deborah Fehner

I was staying with my mother and she signed her house over to my sister. So I had no home. What happened was, I was already coming over here for the doctor and they thought I had cancer in my shoulder and I still have the tumor, but the cancer is not there. And that's a great blessing. And then I'm going like, I don't have anything and so I prayed for things in my apartment. I was like no furniture, no sheets, no towels, you know I didn't have the basics and I was working but the pain in my shoulder was getting so bad I had to stop my job. Then they told me about Valor Grove.

I was so excited and they said we want you to be here about six o'clock and well I didn't know it, but David Robertson from HS4H was going to be here and Ms. Judy and they took four of us into our apartments for the first time. And so it was amazing. When I walked in it was fully furnished with furniture and all the amenities were there. I cried. You know how that feels? When you're thinking how am i going to do this, how am i going to do that, where am I going to go and then you walk into a fully furnished apartment and it's like a dream come true. It really is. I had prayed so much about it. And the blessings were all staring at me in the face.

All these things are going through your mind about moving in and then you walk in and it's perfectly furnished, I mean down to the towels. I mean you just can't do anything but be overwhelmed and cry like a big old baby. It was just a dream come true and High Socks For Hope was implementational in doing that. High Socks worked very hard, there are 50 apartments there.

I was one of the first four here. That day was wonderful. People do not understand how valuable home is until you don't have one.

In the Navy, stationed in Chicago and Spain. I was in a photography lab and I did photos, all kinds of photos. I also had a clearance so I did a lot of clearance photos. In my career, I did a lot of recon photos, I even did spy photos..hundreds and hundreds of spy photos. And I would even walk down the streets and see some of them and say oh I know where I saw them. I would run into people and they were disguised and i had done them in the photo lab. I loved that career.

## 2.2 VETERANS OF TUSCALOOSA CONTENT



Bryan Wood

I am a homeless veteran and I needed a home. I was stationed in Lebanon and one day, a van came through the gate and blew up. Matter of fact, I was blown 50 feet in the air, but I'm here and I have three purple hearts to show it. I love it here. I have a place to stay. I enjoy the people here, the manager. I enjoy the atmosphere. I've made a few friends here.

I like Valor Grove like I said. I had no home to go and I really appreciate what they've done for me because if it wasn't for them, I'd be out on the streets. I thank God that I have a place to stay. I have a home. This is my first home besides home with my parents. I can't stay with my mother because it would cost her more money if I stayed there. And so this is my home. I had no home and now I'm here. I haven't been home in 9 years. I haven't seen my mother or my family in 9 years. I'm divorced. I have three children, four grandchildren. I have seen neither one of my sons in 9 years. Can't even talk to them and that's a shame. It upsets me.

You know, being in the service like I was, serving my country like I did, you know sometimes I have a hard time relaxing because I have PTSD from the war.

People ask you what you did, you know what did you do in the war. I just tell them all I did was serve my country. It's hard to talk about. I have seen 239 men killed in one day. 239. And out of that 239 there were maybe about 15 of us that survived. I was one of the fifteen. One out of fifteen that came home.

When I came back home they said I was KIA, killed in action. Because my boots were in front of the barracks on my rack and a boy got sick so I had to pull his guard duty. A man came through and blew it up and like I said I was blown 50 feet in the air. I was unconscious for 30 or 45 minutes. If it weren't for God I wouldn't be here. I was one of the lucky soldiers that got through it.

And then my parents found out I was alive. They thought I was dead. That upset them quite a bit. I went back to the base and they told me, well you're dead. And I said well no I'm not. I'm here. Y'all got the wrong person. You have to put your dog tags in your boots back then in your laces, one in each pair. When they finally let me go home to see my parents and I pulled up in the yard. My mother said my baby's coming out the car. My dad said no your baby's dead. It's not easy to come back from the dead. But I love Valor Grove without them I wouldn't have a home.

I come from a very strict military background. My father was in the army. My mother was in the army. All of my family was in the service. One of my brothers has been gone 29 years. He was killed in a jeep accident in the military. A jeep turned over and crushed him. My father passed away from lung cancer.

## 2.2 VETERANS OF TUSCALOOSA CONTENT



Robert "Bud" Williams

When I got my first divorce I moved back down here. I started having complications with my PTSD and Bipolar. My last divorce I decided I wasn't gonna go back to ex-wife. I always stay by myself because I know my situation, my PTSD could go off at any time.

This is a pretty nice place to live. Right when I moved in I told them..the least amount of furniture they put in there is the best for me. If hadn't been for this place here, I wouldn't have no place to live. It felt pretty comfortable here.

I don't stay here at the apartments too much because it's too depressing to stay in my apartment. I'm going to the VA just about everyday to get out of the house and everything. And it gives me my exercise I need for my leg. It's hard for me to walk.

Well I didn't serve that long. I got a medical leave from the Air Force. I was spending more time in the hospital than anywhere else.

Whenever I got out I done different jobs everywhere. I've been off of alcohol for over 40 years. Never did any drugs. I'm glad to be off of the alcohol. I'm probably a poor candidate to do the interview. I'm one that doesn't talk much. If you talk to other people about me than they'll tell you I'm the quiet one around here.

### 3.1 CITY OF TUSCALOOSA CONTACT INFORMATION

Date of Contact: 04/06/16

Jamila Williams

Sr. Secretary, Arts & Entertainment

Tuscaloosa Amphitheater

2710 Jack Warner Parkway

Tuscaloosa, AL 35401

P: 205.248.5289

F: 205.349.6611

[Jrwilliams@tuscaloosa.com](mailto:Jrwilliams@tuscaloosa.com)

[www.tuscaloosaamphitheater.com](http://www.tuscaloosaamphitheater.com)



# CITY OF TUSCALOOSA Special Event Permit Application

1000 28<sup>th</sup> Avenue, Tuscaloosa, AL 35401 Telephone: (205) 248-5800 Fax: (205) 349-0341

## APPLICANT AND SPONSORING ORGANIZATION INFORMATION

*Please complete all data as required.*

NAME OF ORGANIZATION: \_\_\_\_\_

APPLICANT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP \_\_\_\_\_

DAYTIME PHONE: (\_\_\_\_) \_\_\_\_\_ EVENING PHONE: (\_\_\_\_) \_\_\_\_\_ FAX: (\_\_\_\_) \_\_\_\_\_

E-MAIL: \_\_\_\_\_ WEB SITE: \_\_\_\_\_

MANAGER **ON SITE** DAY OF EVENT: \_\_\_\_\_ CELLULAR: (\_\_\_\_) \_\_\_\_\_

**Any change in the above information, please notify TDOT immediately.**

## SPECIAL EVENT INFORMATION

*Complete all data as required for event of any size.*

### **Type of Event:**

\_\_\_ RACE\* \_\_\_ RALLY \_\_\_ PARADE \_\_\_ WEDDING \_\_\_ FAIR \_\_\_ CONCERT \_\_\_ PICNIC

\_\_\_ OTHER (specify): \_\_\_\_\_

*\*A race shall obtain a written waiver of liability, approved by TDOT, for each participant releasing the City, its officers, agents and employees, from liability arising out of said participation.*

EVENT TITLE: \_\_\_\_\_

EVENT DATE(S): \_\_\_\_\_

ESTIMATED ATTENDANCE \_\_\_\_\_ *Please note, Insurance Requirements are based on attendance.*

REQUESTED PUBLIC PROPERTY: \_\_\_\_\_

ACTUAL HOURS OF EVENT: \_\_\_\_\_ AM/PM to \_\_\_\_\_ AM/PM

SET UP TIMES: \_\_\_\_\_ AM/PM to \_\_\_\_\_ AM/PM TAKE DOWN TIMES: \_\_\_\_\_ AM/PM to \_\_\_\_\_ AM/PM

DESCRIPTION OF EVENT SET UP: \_\_\_\_\_

*Please attach additional sheets as necessary, including plans, drawings, maps, etc.*

PLEASE INDICATE WHETHER THE FOLLOWING ITEMS PERTAIN TO YOUR EVENT

YES NO

- FOOD CONCESSION AND/OR FOOD PREPARATION AREA(S)
- DO YOU INTEND TO COOK FOOD IN THE EVENT AREA  
Please Specify Method:  GAS  ELECTRIC  CHARCOAL  OTHER: \_\_\_\_\_
- TRAFFIC CONTROL DEVICES
- ALCOHOL SALES/SERVICE
- SECURITY
- FIRST AID FACILITY(IES) AND AMBULANCE(S)
- WILL YOU SET UP TABLE(S) AND/OR CHAIR(S) HOW MANY?: \_\_\_\_\_
- FENCING, BARRIER(S) AND/OR BARRICADE(S)
- DOES YOUR EVENT REQUIRE ELECTRICITY? SOURCE: \_\_\_\_\_
- BOOTH(S), EXHIBIT(S), DISPLAY(S) AND/OR ENCLOSURE(S)
- CANOPY(IES) AND/OR TENT(S). Please include dimensions: \_\_\_\_\_
- SCAFFOLDING, BLEACHER(S), PLATFORM(S), GRANDSTAND(S) OR RELATED STRUCTURE(S)
- VEHICLE(S) AND/OR TRAILER(S). HOW MANY? \_\_\_\_\_
- TRASH CONTAINER(S) AND/OR DUMPSTER(S)
- PORTABLE TOILET(S) If yes, please indicate company providing units: \_\_\_\_\_
- STAGE(S) Please include dimensions: \_\_\_\_\_
- ENTERTAINMENT Please describe: \_\_\_\_\_
- INFLATIBLE DEVICE(S), AMUSEMENT(S)
- BANNER(S)
- SPONSORSHIP/VENDING OR PROMOTIONAL ACTIVITY? Please describe: \_\_\_\_\_

**SPECIAL EVENT PERMIT FEES**

A damage deposit or a deposit for the cost of cleanup may be required for certain properties. A reservation/rental fee may be required for certain properties.

**OTHER PERMITS/REQUIREMENTS**

Please note all components of the event are subject to TDOT approval and may require approval by and/or permits from other entities. TDOT approval does not constitute permission from other agencies, departments or entities. It is the responsibility of the applicant to secure all necessary permits from all entities, including the adjacent property owner if activity is occurring on private property adjacent to the City controlled right of way. For the term of the permit, the permitted area is not considered to be a public way or public space for any franchise agreement granted by the City, and all franchisees of the City must comply with all applicable ordinances related to the operation of their franchise.

**INSURANCE REQUIREMENTS**

1. All for profit events or events in excess of 500 persons participating shall require insurance as follows: A minimum of One Million Dollars (\$1,000,000) of General Liability insurance providing coverage for all activity authorized by the permit, listing the City of Tuscaloosa, its officers, agents, and employees as additional insureds thereon and furnishing to the City of Tuscaloosa proof of Insurance to such effect, and to immediately notify the City of Tuscaloosa of any changes in, modifications to or cancellation of said policies.
2. All permits that require an alcoholic beverage license shall include the following insurance at all times applicable to the permit to be carried by either the permittee or alcohol vendor: A minimum of One Million Dollars (\$1,000,000) of both Dram Shop(Liquor Liability) insurance and General Liability insurance providing coverage for all activity authorized by the permit, listing the City of Tuscaloosa, its officers, agents, and employees as additional insureds thereon and furnishing to the City of Tuscaloosa Proof of Insurance to such effect, and to immediately notify the City of Tuscaloosa of any changes in, modifications to or cancellation of said policies.

NAME OF APPLICANT: \_\_\_\_\_  
(print)

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**OFFICE USE ONLY**

APPROVED      SIGNED: \_\_\_\_\_

DENIED          NOTES: \_\_\_\_\_

\_\_\_\_\_

## Release and Indemnity Agreement

In consideration of being granted this permit, the undersigned voluntarily assumes all risks attendant with the activity as enumerated above, and does hereby agree to release, indemnify and hold harmless, the City of Tuscaloosa, a Municipal Corporation and its officers, agents or employees from any and all civil liability, whatsoever, which directly or indirectly arise out of or in any manner grow out of the permitted activity.

The undersigned expressly warrants that this Release and Indemnity Agreement is to be binding upon his/her executors, successors, administrators, and assigns.

It is further warranted by the undersigned that no promise or inducement has been offered, except as herein set forth, and that the undersigned is of legal age, legally competent to execute this Release and agrees to all the terms of this Release and Indemnity Agreement, making all warranties herein set forth and accepting full responsibility therefor, and this Release is a full and final release of all claims known and unknown, anticipated and unanticipated.

THE UNDERSIGNED has read this Release and Indemnity Agreement, fully understands the same and is legally authorized to execute.

WITNESS my hand and seal, this the \_\_\_\_ day of \_\_\_\_\_,  
20\_\_\_\_.

WITNESS:

\_\_\_\_\_

\_\_\_\_\_  
Undersigned / Permittee



**High Socks For Hope Presents:  
1st Annual Pillow Fight**  
Tuscaloosa Edition

APRIL 1ST, 2016  
HIGH SOCKS FOR HOPE.ORG

## 4.1 Consent Forms

### CHURCH CONSENT FORM:

Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City, St. \_\_\_\_\_

Zip Code \_\_\_\_\_

Primary Phone \_\_\_\_\_

Email \_\_\_\_\_

#### Pledge Information

I (we) \_\_\_\_\_ pledge to participate in High Stockings For Hope from December 1, 2016 through December 23, 2016. We will participate by setting up a tree in our lobby for our members to come and choose an individual that they want to help in the community.

We understand that this event will take place in the lobby of the church. We also know that this event will be under the supervision of Judy Holland, Managing Director, High Socks For Hope and she will pick up the donated presents.

As director of the church, I am responsible for the donation of the tree, and the space where the gifts will be dropped off.

Church of the Highlands agrees to participate in the event described above.

Print Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_



# HIGH *Stockings* FOR HOPE

Ho Ho Ho! It's that time of year again. Everyone seems to give a little more and smile a little brighter. What better way to spread Christmas cheer than being a "Stocking Stuffer" for those in need this year! Join **Church of the Highlands** in supporting High Socks for Hope and make a person's Christmas wish come true!

A grand tree will be displayed in the lobby for churchgoers to marvel at and will be dressed with stocking ornaments that represent a family in need. Members have the opportunity to pick a homeless veteran or a natural disaster survivor to sponsor and be their "Stocking Stuffer" this Christmas. Santa has a big job, and sometimes he has a hard time paying a visit to every home. With your help, we can give every person a cheerful Christmas.

To see how you can get further involved, visit [highsocksforhope.org](http://highsocksforhope.org)

HIGH SOCKS FOR HOPE  
*Helping people get back home.*



## 5.1 Local Business Contracts

### BUSINESS CONSENT FORM:

Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City, St. \_\_\_\_\_

Zip Code \_\_\_\_\_

Primary Phone \_\_\_\_\_

Email \_\_\_\_\_

### Pledge Information:

I (we) pledge a total of \_\_\_\_\_ % of proceeds to be paid to High Socks For Hope.

I (we) plan to make this contribution in the form of (food donation, monetary donation) two times a year.

### Acknowledgement information:

Please use the following name(s) in all acknowledgements

\_\_\_\_\_  
\_\_\_\_\_

(Insert box here) We wish to have our gift remain anonymous

Print Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

*Southern Kitchen*  
**JIM 'N NICK'S BAR-B-Q**

**V.N.O.**  
VETERAN'S NIGHT OUT

They served us, now let's serve them! Want a way to give back to the local veterans in Tuscaloosa? Come by Jim 'N Nick's Bar-B-Q Thursday, September 29th from 5-9 and enjoy the best BBQ in town. While you are enjoying your meal, you will be giving back to the veterans who have served this country. Jim 'N Nicks has pledged to donate 10 percent of the proceeds raised during the event. This pledge directly benefits High Socks For Hope, a nonprofit that helps homeless veterans find their way home.

**Who:** High Socks for Hope  
**Where:** Jim 'N Nicks located at 305 21st Ave,  
Tuscaloosa, AL 35401  
**Time:** 5pm-9pm

HIGH SOCKS FOR HOPE  
*Helping people get back home.*

## 6.1 Email Template

Dear Students,

High Socks For Hope is seeking two communications part-time interns for the Fall 2016 semester. The internship will provide real world public relations experience working for a nonprofit. Students can receive course credit through the university upon request.

High Socks For Hope is a nonprofit organization that was founded after the April 27<sup>th</sup>, 2011 tornado in Tuscaloosa by David Robertson, the former World Series Champion with the Yankees and current Chicago White Sox closer. High Socks For Hope provides long-term support to homeless veterans and displaced individuals due to natural disasters to help them get home.

For more information visit: [www.highsocksforhope.org](http://www.highsocksforhope.org)

*If you are interested in this internship, please email a cover letter and resume to Judy Holland at [judyholand@hotmail.com](mailto:judyholand@hotmail.com) for consideration by **September 12th, 2016**.*

## FACULTY ROCKS OUR SOCKS!

Thank you for all of your hard work and dedication to the students of the University of Alabama and the city of Tuscaloosa! We know how crucial you are to building a relationship with students and would be so grateful if you would help us get the word out about our organization! We will be sending out an email containing further information about our organization in the hope that you will forward it to your students. We are always looking for new interns and volunteers and would love for you to be a part of the fight in getting people back home!



High Socks For Hope is a nonprofit organization that provides long term support to homeless veterans and displaced individuals due to natural disasters to help them get home.

## 7.1 Job Description

# HIGH SOCKS FOR HOPE COMMUNICATIONS INTERN – JOB DESCRIPTION

High Socks For Hope is seeking two communications interns to handle the non-profit's social media, assist in media relations, event planning and community relations for the Fall 2016 semester. The interns will maintain the organization's presences on various social media platforms and create content for its website. In addition, the interns will work closely with university and local media outlets and will help build a stronger relationship with the department and the Tuscaloosa community. Judy Holland, managing director, will supervise the interns and interns will report weekly to update progress.

### RESPONSIBILITIES

#### Social and Digital Media Management:

- Update Facebook, Twitter, Instagram, the website and other social media outlets
- Respond to posts or comments to engage followers on social media outlets
- Create content (i.e. photo albums, feature stories, shareable videos, etc.) for social and digital media outlets
- Plan and implement strategies to create more dialogue on social and digital media outlets

#### Community Relations

- Identify opinion leaders and influencers in the university and Tuscaloosa community willing to invest interest and donate.
- Plan and implement strategies to increase university and community involvement
- Assist with the promotion and execution of all High Socks For Hope events

#### Media Relations

Write news releases and media publicity tactics to increase awareness

Pitch story opportunities to university and Tuscaloosa media outlets

#### Assessment

Monitor social and digital media analytics

Monitor media coverage

### REQUIREMENTS AND ELIGIBILITY

Interns must be creative, self-motivated students who are comfortable with both taking initiative and embracing responsibility. Interns must be detailed-oriented with strong written and verbal communication skills. Interns who have completed APR 332 (PR Writing) will be given priority. Interns must have their own computer to work on assignments, or have access to a computer lab. Interns are required to work a minimum of 10 hours a week.

### INTERNSHIP CREDIT

This is an unpaid internship, but qualified students may receive course credit through The University of Alabama College of Communications and Information Sciences. This is a semester-long internship, beginning the week of September 19th and concluding the week of December 5th.

If you are interested in this internship, please email a cover letter and resume to Judy Holland at [judyholand@hotmail.com](mailto:judyholand@hotmail.com) for consideration by September 12th, 2016.

# HIGH SOCKS FOR HOPE

## COMMUNICATIONS INTERN PACKET

As a High Socks For Hope intern, you are responsible for the nonprofit's social media accounts as well as assisting in media relations, event planning and community relations for the Fall 2016 semester. You will maintain the organization's presences on various social media platforms and create content for the website. In addition, you will be required to work closely with the university and local media outlets and help build a stronger relationship with the Tuscaloosa community.

We have several different campaigns and events that we host throughout the year and will need your help executing all of them. Below is a list of the year's major events and the ways in which you will be expected to assist with them. Throughout the semester whenever you are working on an important event, please refer to this list for instruction if you are unsure of what to do.

### University of Alabama Homecoming Parade

- Have push cards printed for veterans and families to pass out to the crowd as they are walking in the parade
- Have banner for parade printed
- Promote High Socks For Hope's participation on social media to encourage community members to walk in parade with High Socks For Hope
- Attend parade set up to make sure everything is in order last minute

### Veterans of Tuscaloosa

Work with Valor Grove to schedule one interview a month with a local veteran

Use the interview to tease quotes on social media

Write an article summarizing the information you learned from the interview and post it on social media and include in the monthly email newsletter

Use the #VeteransofTuscaloosa hashtag on all High Socks For Hope social media platforms when referring to campaign or interview(s)

Post photos of the interview on our instagram page of the #VeteransofTuscaloosa

### Pillow Fight

Assist in filing the City of Tuscaloosa Special Event Permit Application

Post about the event all over social media platforms during the month leading up to the event

Post flyer detailing the events description, date, time and location all over the University of Alabama campus as well as around the Tuscaloosa community

Attend event and make sure everything runs smoothly

## 7.2 Intern Packet

### High Stockings For Hope

Print out consent forms for churches involved to sign

Print and post flyers detailing the event, date, time and locations around the city of Tuscaloosa and The University of Alabama's campus

Create specialty ornaments for each veteran for the churches to hang on their trees

### Expectations and Responsibilities:

Please understand that even though this is an unpaid internship, you are still receiving school credit for it and we expect nothing but professionalism from our interns. We are very passionate about what we do here at High Socks For Hope and we expect our interns to bring a positive attitude. Our ultimate goal has always been and will continue to be helping people in any way we can and it is our hope that our interns share this goal.

## 7.3 Internship Contract

# High Socks For Hope Internship Agreement

This is an agreement among \_\_\_\_\_ ("Intern"), and High Socks For Hope. The purpose of this educational internship is for Intern to learn about Company's business and to gain valuable insight and experience.

The term of this internship begins \_\_\_/\_\_\_/\_\_\_ on and ends \_\_\_/\_\_\_/\_\_\_.

### Conditions of the Agreement:

- The internship is related to an educational purpose and there is no guarantee or expectation that the activity will result in employment with the Company.
- The education received by the Intern from the internship is for the express benefit of the Intern.
- The Intern does not replace or displace any employee of the Company.
- The Intern will receive direct and close supervision by an appropriate supervisor.
- The Company does not derive an immediate advantage from the activities performed by the Intern.
- Intern is not entitled to wages or any compensation or benefits for the time spent in the internship.
- Company is not liable for injury sustained or health conditions that may arise for the unpaid intern during the course of the internship.

### The Intern specifically agrees to and acknowledges the following:

- This internship is educational in nature and there is no guarantee or expectation that the internship will result in employment.
- Company may at any time in its sole discretion, terminate the internship without notice or cause.
- Intern will maintain a regular internship schedule determined by the Intern and their supervisor.
- Intern will demonstrate honesty, punctuality, courtesy, cooperative attitude, proper health and grooming habits, appropriate dress and a willingness to learn.
- Intern will respect the policies, rules and regulations of the Company site and comply with the Company's business practices and procedures.
- Transportation to and from the internship site is the responsibility of the Intern.
- Intern assumes all of the risks of participating in the internship program. In consideration of the opportunity afforded to the Intern to participate in the internship program, Intern hereby agrees that he/she, his/her assignees, heirs, guardians, and legal representatives, will not make a claim against Company or any of its affiliated organizations, or either of their officers or directors collectively or individually, or any of its employees, for the injury of death to Intern or damage to his/her property, however caused, arising from his/her participation in the internship program. Without limiting the generality of the foregoing, Intern hereby waives and releases any rights, actions, or causes or action resulting from personal injury or death to him/her, or damage to his/her property, sustained in connection with his/her participation in the internship program.

I understand that this unpaid, learning experience is not employment and that Intern is not entitled to wages or a promise of employment at the completion of the unpaid structured learning experience.

\_\_\_\_\_  
Intern

\_\_\_\_\_  
For Company

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

## 7.4 Internship Accreditation

**Sims, Tracy**

To: Caroline Tilton  
RE: Internship accreditation

April 7, 2016 at 1:56 PM

Inbox - Google 

ST

 New contact info found in this email: Tracy Sims sims@apr.ua.edu

add... 

My email confirming it meets the criteria should suffice.

Tracy Sims, M.A., APR  
Instructor and Co-Director, Undergraduate Advising Program  
Department of Advertising and Public Relations  
Faculty Editor, Platform Magazine (<http://platformmagazine.org>)  
Faculty Fellow, The Plank Center for Leadership in Public Relations  
Faculty Adviser, PRSSA  
The University of Alabama  
418-D Phifer Hall; Box 870172  
Tuscaloosa, AL 35487-0172  
205-348-5166  
[sims@apr.ua.edu](mailto:sims@apr.ua.edu)

[See More from Caroline Tilton](#)

**Caroline Tilton**

To: Sims, Tracy  
Re: Internship accreditation

April 7, 2016 at 1:41 PM

Sent - Google 

CT

I have made all of the following changes! Is there a way we can get written confirmation of approval to include in our proposal?

Thank you,  
Caroline Tilton

[See More from Sims, Tracy](#)

**Sims, Tracy**

To: Caroline Tilton  
RE: Internship accreditation

April 7, 2016 at 12:56 PM

Inbox - Google 

ST

Per this description, the internship meets our criteria. Please make a slight revision in wording in the "Compensation" section: 1) Change the heading to "Internship Credit" and 2) change the first sentence to "This is an unpaid internship, but *qualified* students may ..."



FALL 2016

# COMMUNICATIONS INTERNSHIP

High Socks For Hope is seeking two communications interns to handle the non-profit's social media, assist in media relations, event planning and community relations. Please email a cover letter and resume to Judy Holland at [judyholland@hotmail.com](mailto:judyholland@hotmail.com) for consideration by September 12th, 2016.

COURSE CREDIT AVAILABLE



## GOBD Registration Instructions

1. Visit The SOURCE Website at <http://thesource.ua.edu/gobd>
2. Click the **Register Button** (you will be re-directed to the sa.tix.com event page for Get On Board Day)
3. Select the organization type (either Student Org. or Department) and insert the quantity based on the number of tables you would like at GOBD **“Add to Cart”**.
4. Review the summary of your order and proceed to **“Check-out”**
5. **Next, you will need to “Create a Tix Account” for your organization.** In order to do this, you will need to use your organization’s email address or an email address that has not been registered before. If you use a personal email address, then you may already have an account and will need to use that information to login to the system as a return user. If you do that, you will not be able to name the account in the name of your organization and it will just exist as the individual. There is no real difference, just whatever preference you have as a group.
  - a. **UA Organization/Department Registrations:** *Create a Tix.com account for your organization by entering your organization or department email address, listing UA as the first name and the organization/department name as the last name.*

Example:      Email address: sourceorganization@gmail.com  
                    First Name: UA  
                    Last Name: The SOURCE
6. Complete the supplemental questions for your GOBD registration and click **“continue”** as needed.
7. On the **“Check-out”** page, review your cart and enter your payment information for cash, credit/debit cards or Check (check # field will display when you select the Check button). UA-DTA payment: select check and enter “DTA” in the check # field.
  - a. **ATTN:** Cash, Check and/or UA Departmental Transfer Payments: your registration will be completed on-line; however, your check/DTA must be received in the **Student Involvement Office, Rm. 3610 Ferguson Center (3<sup>rd</sup> Floor), Box 870292**, Tuscaloosa, AL 35487 within 10 days. Registrations not paid in 10 days will be subject to cancellation.
  - b. **Make checks payable to The University of Alabama and include your Organization Name & Order Number.** You might also want to print out the confirmation of your order to bring in with your check/cash or DTA.
  - c. **DTAs should be made out to “The SOURCE”** and sent to our office FIRST for processing
  - d. **In the Final step, complete your order. You will receive an email confirmation with your order number upon completion of your order. Please direct questions about the on-line registration website to Student Involvement ([sileadership@sa.ua.edu](mailto:sileadership@sa.ua.edu) or 205-348-6114)**



High Socks For Hope is a nonprofit organization that provides long term support to homeless veterans and displaced individuals due to natural disasters to help them get home.



High Socks For Hope is a nonprofit organization that provides long term support to homeless veterans and displaced individuals due to natural disasters to help them get home.

## 8.3 T-Shirt Design

